

Brainstorming Summary

Key Areas Explored:

1. User Goals:

- Increase sales through optimized product placement.
- Understand consumer behavior and preferences.
- Improve marketing campaign targeting and ROI.

2. Data Involved:

- Sales data
- Product placement/location data (physical or digital)
- Customer demographic data
- Customer movement or engagement data (if available)

3. Stakeholders:

- Retail company management
- Marketing and merchandising teams
- Product category managers
- Data analysts

4. Tools and Methods:

- Tableau for data visualization
- Heatmaps, bar charts, line charts, and dashboards
- A/B testing for placement effectiveness

5. Expected Outcomes:

- Clear visual insights into what placements work
- Demographic targeting strategies
- Layout or UX/UI design changes
- Smarter negotiation for placements (for media/ads)