



## Problem Statement

A **retail company** is struggling to understand how **product placement** impacts **sales** and **consumer behavior**. While they have data on sales, product locations (in-store/online), and customer demographics, they lack the **visual clarity** and **actionable insights** needed to make data-driven decisions.

The company needs a **Tableau-powered analysis system** to:

- Visualize sales performance by placement zones
- Identify which customer segments engage with which placements
- Optimize product display strategies both in-store and online
- Tailor marketing strategies to boost revenue and customer satisfaction