

Project Design Phase
Proposed Solution Template

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| Date | 02 February 2026 |
| Team ID | LTVIP2026TMIDS50904 |
| Project Name | Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization |
| Maximum Marks | 5 Marks |

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

| S.No. | Parameter | Description |
|-------|--|---|
| 1. | Problem Statement (Problem to be solved) | Inefficient product placement decisions due to fragmented data and lack of visual, actionable analytics, hindering sales optimization and strategic planning. |
| 2. | Idea / Solution description | An Integrated Retail Analytics Platform providing centralized data, interactive visualizations, and comparative insights for optimizing product placement and sales. |
| 3. | Novelty / Uniqueness | Unifies siloed data (sales, placement, promotions) into a single, user-friendly analytical view offering actionable, near real-time insights. |
| 4. | Social Impact / Customer Satisfaction | Empowers users with data-driven confidence for better decisions, leading to increased sales, improved ROI, and enhanced operational efficiency. |
| 5. | Business Model (Revenue Model) | SaaS subscription model with tiered pricing based on usage, data volume, and features. |
| 6. | Scalability of the Solution | Cloud-native architecture ensuring scalability for data, users, and geographic expansion, with a modular design for future feature enhancements. |