Strategic Product Placement Analysis – Project Documentation

# 1. Introduction

**• Project Title:** Strategic Product Placement Analysis

**• Team Members:**  
 - P. Nandhini – Data collection &Extraction, Data preparation, Data Visualization, Performance testing & Web Integration.  
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**2. Project Overview**

**• Purpose:**  
 The purpose of this project is to analyze and visualize product placement performance across different regions and store segments. The project aims to assist businesses in making data-driven decisions for maximizing product visibility and customer reach.

**• Features:**  
 - Interactive Tableau Dashboard  
 - Tableau Story highlighting key insights and KPIs  
 - Embedded visualizations into a responsive HTML website  
 - Clean UI with section-wise layout for both dashboard and story

# 3. Architecture

**• Frontend:** - Simple HTML5 and CSS3 website  
 - Responsive layout with embedded Tableau visualizations

**• Backend:**  
 - No backend server required (static website)  
 - All logic handled on client-side with Tableau JavaScript API

**• Database:**  
 - Not applicable (data hosted on Tableau Public)

# 4. Setup Instructions

**• Prerequisites:** - Web browser (Chrome, Firefox, or Edge)  
 - Internet connection to load Tableau embeds

**• Installation:**  
 1. Download the index.html file  
 2. Open the file in a browser (double-click or right-click > Open with)

# 5. Folder Structure

StrategicProductPlacement/  
│  
├── index.html # Main HTML file with embedded dashboard and story  
└── assets/ # (Optional) CSS/images if used in future enhancements

# 6. Running the Application

• No server setup is needed.  
• Simply open index.html in any browser.

# 7. API Documentation

• Not applicable – Tableau embeds handle all visualization via iFrames and scripts.  
• Tableau JavaScript API is used to load visualizations.

# 8. Authentication

• Not applicable – Tableau Public content is publicly accessible and doesn’t require authentication.

# 9. User Interface

**• Sections:** - Header with project title  
 - Dashboard section with product analysis  
 - Story section showing visual walkthrough  
 - Footer with copyright

**• Design:**  
 - Minimal, mobile-responsive layout  
 - Embedded Tableau elements resize based on screen width

# 10. Testing

**• Manual testing done across:** - Chrome  
 - Firefox  
 - Mobile view (responsive test via DevTools)

# 11. Screenshots or Demo

• Dashboard Preview:  
https://public.tableau.com/views/stratagicproduct/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\_count=n&:origin=viz\_share\_link

• Story Preview:  
 https://public.tableau.com/views/stratagicproduct/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\_count=n&:origin=viz\_share\_link

• Live Demo:  
 Open index.html locally or host using GitHub Pages/Netlify.

# 12. Known Issues

• Tableau visualizations may take a few seconds to load on slow internet connections.  
• Requires internet access to fetch from Tableau Public.

# 13. Future Enhancements

• Add filters or controls to interact with visualizations directly from the website  
• Host the project using GitHub Pages for public access  
• Enhance styling with a CSS framework (e.g., Bootstrap or Tailwind)  
• Integrate Google Analytics to track user engagement