

Strategic Product Placement Analysis

◆ 1 Data Preprocessing Steps

✓ Step 1: Data Cleaning

- Remove duplicate records
- Handle missing values (Sales, Price, Placement, Promotion)
- Correct inconsistent category names
- Example: “Endcap” → “End-cap”
- Standardize text formattin

✓ Step 2: Data Formatting

- Convert Sales and Price to numeric format
- Convert Date column to proper Date format
- Convert Promotion (Yes/No) into categorical variable
- Categorize Foot Traffic (Low / Medium / High)

✓ Step 3: Feature Engineering

Create calculated fields in Tableau:

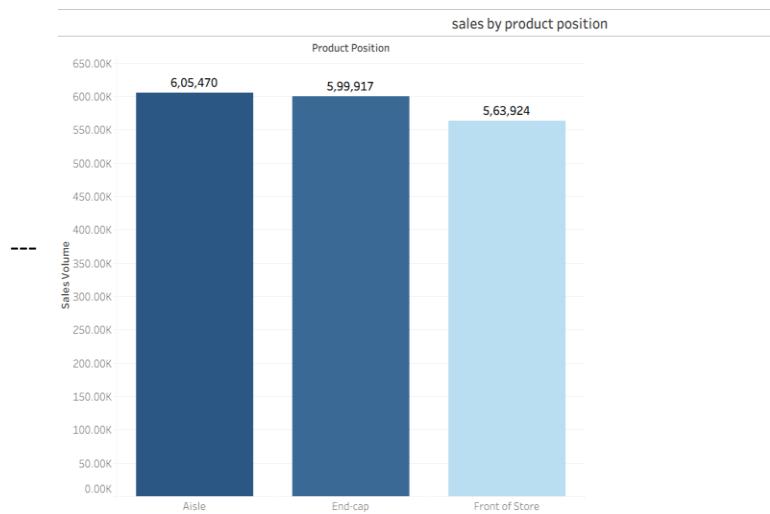
- ◆ Total Sales = SUM(Sales Volume)
- ◆ Price Difference = Product Price – Competitor Price
- ◆ Promotion Impact = Sales (Promo Yes) – Sales (Promo No)
- ◆ Sales by Placement (Aisle, End-cap, Front of Store)

✓ Step 4: Data Aggregation

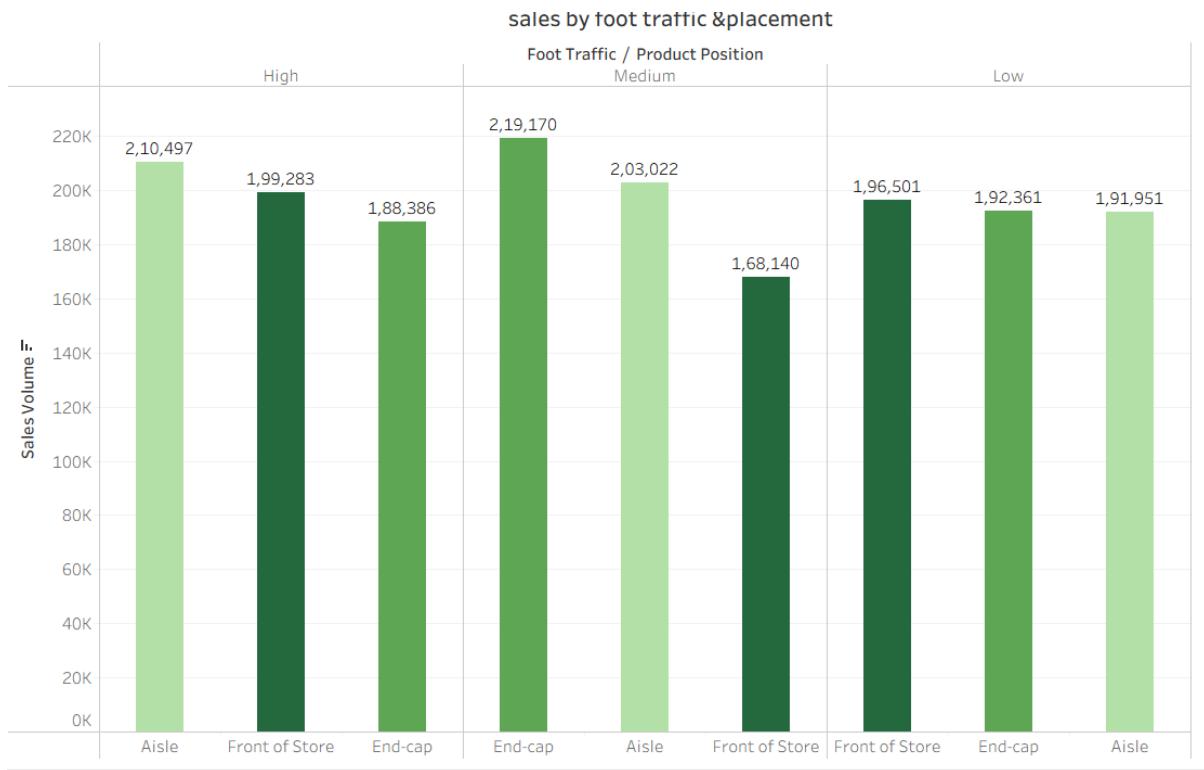
- Group by Product Position
- Group by Promotion Type
- Group by Traffic Level
- Group by Category

◆ 2 Business Questions

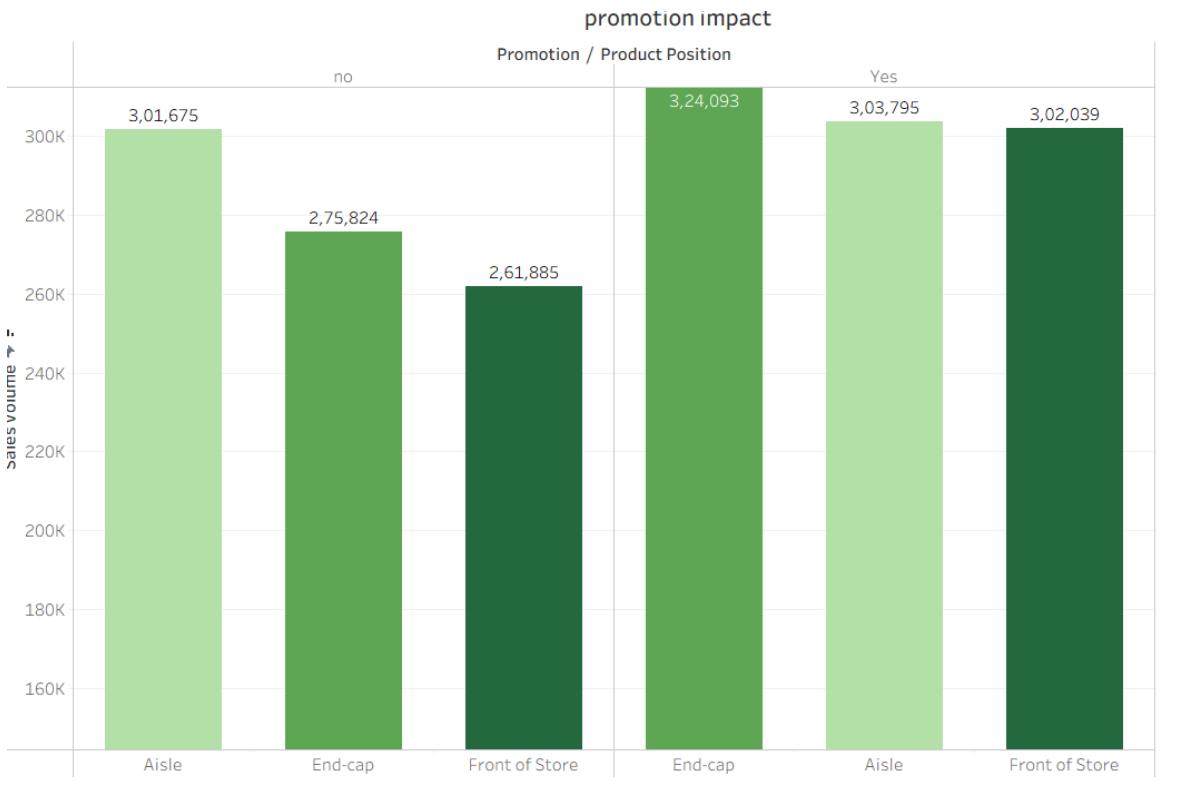
⌚ Q1: Which product placement generates the highest sales?



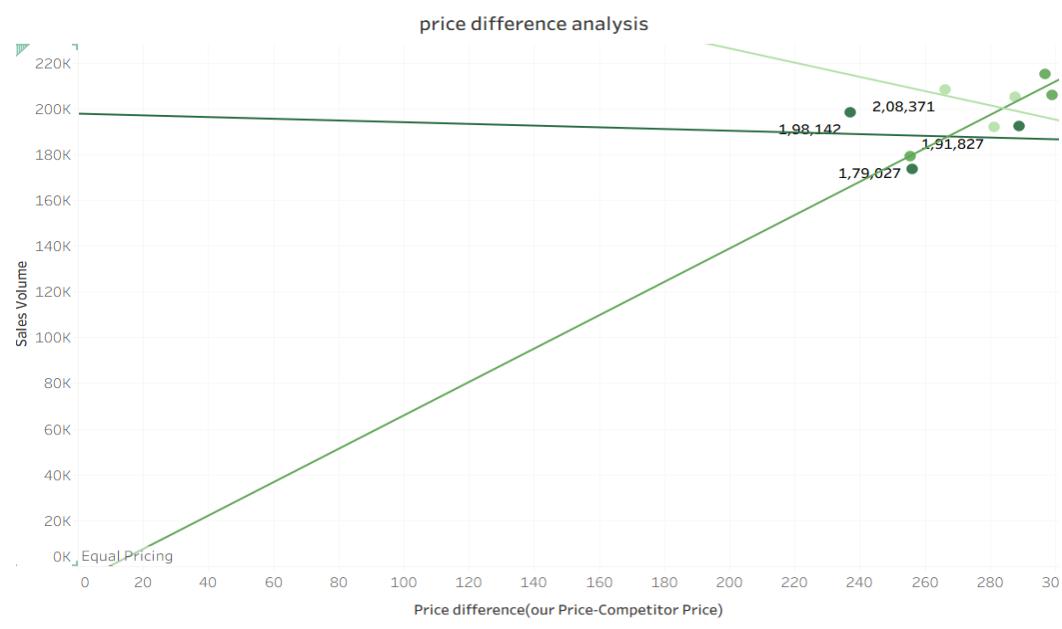
⌚ Q2: Does foot traffic significantly impact sales?



⌚ Q3: Are promotions increasing sales



⌚ Q4: Does pricing difference affect sales volume?



⌚ Q5: Which category performs best in each placement?



◆ 3 Final Dashboard Recommendation

Combine into one dashboard:

Category Performance

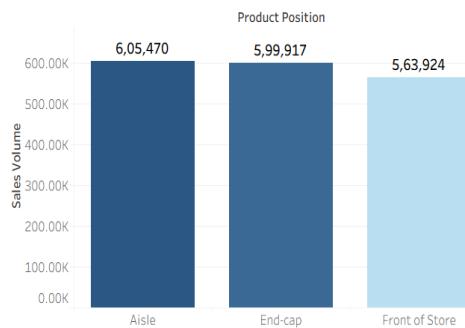
Add:

Filters (Placement, Promotion, Traffic Level)

Tooltips for detailed information

strategic Product Placement Analysis

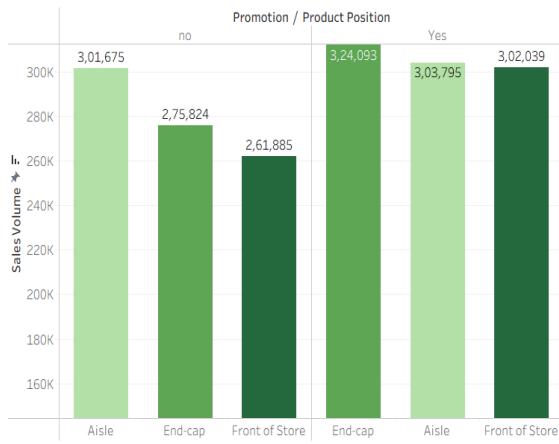
sales by product position



sales by foot traffic &placement



promotion impact



categoryvsposition



price difference analysis



