

**Project Design Phase**  
**Proposed Solution Template**

Date	17 February 2026
Team ID	LTVIP2026TMIDS75407
Project Name	Strategic Product placement Analysis: Unveiling sales Impact with Tableau visualization
Maximum Marks	2 Marks

**Proposed Solution Template:**

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

S.No.	Parameter	Description
1.	Purpose / Vision	Optimize product placement and pricing strategy using data-driven insights to increase sales and reduce inventory waste.
2.	Customer Segment	Category managers and pricing analysts in budget
3.	Customer Constraints	Limited margins, regional sales variation, offline-heavy data, lack of segmented analytics.
4.	Available Solutions (Current State)	Excel reports, distributor feedback, manual sales summaries.
5.	Obs-To-Be-Done / Problem	Identify fast-moving SKUs and determine the most effective shelf placement and pricing strategy.

6.	Problem Root Cause	Sales data not segmented by placement, region, or price tier. Manual analysis causes missed revenue opportunities.
7	Current Behavior	Competitor launching low-cost cosmetic lines in high-visibility placements.
8	Emotions (Before / After)	Before: Confused about stock prioritization and pricing decisions. After: Confident with data-backed placement strategy.
9	Your Solution	Interactive Tableau Dashboard analyzing Sales Volume by Placement, Foot Traffic, Promotion, Category, and Price Difference.