**Product Positioning on Sales**

About Dataset

The dataset contains information related to the positioning of products within a retail environment, focusing on the fast-moving consumer goods (FMCG) sector. It aims to investigate the influence of various factors such as product position, price, promotion, consumer demographics, and seasonality on sales volume and consumer behavior.

Product Position: Describes the location within the store where the product is placed, such as "Front of Store," "End-cap," or "Aisle."

Price: Indicates the price of the product.

Competitor's Price: Specifies the price of similar products offered by competitors.

Promotion: Indicates whether the product is part of a promotional campaign, with values "Yes" or "No."

Foot Traffic: Represents the level of foot traffic in the vicinity of the product's location, categorized as "High," "Medium," or "Low."

Consumer Demographics: Describes the characteristics of the consumers purchasing the product, such as "Young adults," "Families," "Seniors," or "College students."

Product Category: Specifies the category to which the product belongs, such as "Food," "Electronics," or "Clothing."

Seasonal: Indicates whether the product is seasonal, with values "Yes" or "No."

Sales Volume: Represents the number of units of the product sold within a specific time period.

Purpose:

The dataset is intended to be used for exploratory data analysis (EDA), regression analysis, and predictive modeling to understand the relationship between product positioning, sales performance, and consumer behavior in the FMCG sector. Researchers and analysts can utilize this dataset to identify patterns, trends, and correlations that may inform marketing strategies, product placement decisions, and promotional activities aimed at optimizing sales and enhancing the shopping experience for consumers.

Potential Analysis:

Segmentation analysis

Market basket analysis

Comparative analysis

Sensitivity analysis

Descriptive and statistical analysis

**Output Column**

Product Position