Strategic Product Placement Analysis Using Tableau

Overview:

In today's competitive retail world, where supermarkets are growing rapidly in busy cities, it is more important than ever for companies to understand how product placement affects customer buying decisions. Products placed in high-visibility areas like endcaps or near checkouts often get more attention and sales. But which placements actually work best?

The Problem:

Retailers often spend a lot of time and resources on placing products in their stores, but they do not always know what strategy brings the best results. They may not have proper insights into whether placing a product in the aisle or on a shelf really increases sales. This lack of data-backed decisions can lead to missed opportunities and low revenue.

Objective:

The goal of this project is to analyze how different product placement strategies (like endcap, aisle, shelf) affect sales and customer behavior. Using Tableau for data visualization, we aim to uncover useful insights and trends from the dataset. These findings can help companies place products more effectively and increase overall sales.

Why This Matters:

When retailers understand what kind of product placement works best for which type of customer, they can make smarter decisions. It improves customer experience, boosts sales, and helps the business grow in a data-driven way.