

Project Design Phase

Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID47637
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Problem – Solution Fit:

In today's competitive retail landscape, businesses often face challenges in deciding where and how to place products to drive maximum sales. Without clear, data-driven insights, product placement decisions rely on assumptions, leading to inefficiencies and lost opportunities. To address this, our project *Strategic Product Placement Analysis* leverages Tableau to transform raw sales data into interactive dashboards. These visual tools empower retailers to understand customer behavior, analyze category-wise performance, and make informed decisions about shelf placement and promotions, ultimately enhancing both customer experience and revenue.

Problem–Solution Fit

PROBLEM

Retail stores struggle to understand how product placement affects sales.

SOLUTION

Build interactive dashboards using Tableau to analyze sales trends, customer behavior, and optimal product placement.