**🛒 Strategic Product Placement Analysis – A Visual Story**

📊 An interactive Tableau-powered project that visualizes how product positioning impacts sales across categories, locations, and customer demographics.

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**📌 Project Overview**

In today’s competitive retail landscape, how and where products are placed has a major influence on purchasing decisions. This project focuses on analyzing supermarket sales data using Tableau, uncovering trends to support smarter shelf placements and promotional strategies.

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**👥 Team Information**

🆔 **Team ID:** LTVIP2025TMID47637

🎓 **Institution:** Sri Venkateswara College of Engineering (Information Technology)

📅 **Duration:** 16 June – 25 June 2025

**Team Members & Roles:**

* Thangella Dharmika – Visual Design, Testing
* Som Sampreeth – Dashboard Design, Documentation
* Kolla Roshan Sree Vathsav – Data Analysis, KPI Integration
* Nadiminti Chaithanya Lakshmi – Planning & Visual Testing
* M Lahari – Reporting, Demo Video

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**📁 Folder Structure**

📦 Strategic-Product-Placement-Analysis

├── 1. Assignments → Team member assignment uploads

├── 2. Ideation Phase → Brainstorming, empathy map, problem statement

├── 3. Requirement Analysis → Data flow diagram, customer journey map, tech stack

├── 4. Project Design Phase → Problem-solution fit, proposed solution, architecture

├── 5. Project Planning Phase → Sprints, story points, velocity & burndown chart

├── 6. Implementation Files → Tableau .twbx, dataset, dashboard screenshots

├── 7. Functional and Performance Testing → Test results, calculated fields, filter usage

├── 8. Doc and Demo → Final report and video demo link

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**🎯 Key Features**

* 6+ Tableau charts (Donut, KPI Cards, Waterfall, Stacked Bar, Word Cloud, etc.)
* 1 complete Tableau Story with insights
* Custom calculated fields for Sales Impact and Profit %
* Filters by City, Gender, Product Line, and Promotion
* Screenshots and visuals included in final report
* Loom demo walkthrough for better understanding

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**🧰 Tools Used**

* Tableau – Dashboard creation
* Google Docs – Report writing
* Mural – Planning & workflows
* GitHub – Folder organization
* Loom – Demo video recording

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**🧪 Testing Overview**

* Filters tested for dynamic dashboards
* Calculated fields validated (Profit, Promotion Impact)
* Story and interactivity tested for usability

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**📽️ How to Use the Project**

1. Open `.twbx` file in Tableau Public

2. Explore dashboards with filters

3. Walk through the Story tab

4. Watch Loom video in “/8. Doc and Demo/”

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**🎓 Use Cases**

* **Retailers:** Improve product placement
* **Analysts:** Spot trends in demographics
* **Students:** Practice dashboard storytelling

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**🔓 License**

This project is open for learning, sharing, and academic use. Fork or customize for your own projects.

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