

CONCLUSION - STRATEGIC PRODUCT PLACEMENT ANALYSIS PROJECT

The Strategic Product Placement Analysis project successfully demonstrates the practical application of data analytics and visualization techniques in evaluating retail placement strategies. Through systematic data collection, cleaning, transformation, and exploration, meaningful insights were derived from sales and consumer behavior data. By utilizing Tableau for dashboard creation, the project effectively highlights key performance indicators such as sales volume, product positioning impact, promotional effectiveness, seasonal trends, and demographic influences. The visualizations enable stakeholders to easily interpret complex data and make informed strategic decisions. The comparative analysis of product placement types such as endcap, aisle, and shelf positions reveals how visibility and accessibility significantly influence customer purchasing behavior. Additionally, price comparisons with competitors and promotional strategies further demonstrate their role in driving sales performance. The integration of interactive Tableau dashboards into a Bootstrap-based website enhances accessibility, usability, and professional presentation. This integration ensures that insights are not only generated but also effectively communicated to decision-makers in a user-friendly manner. Overall, the project emphasizes the importance of data-driven decision-making in modern retail environments. By leveraging analytical tools and visualization platforms, businesses can optimize product positioning, refine marketing strategies, improve customer targeting, and ultimately increase sales revenue and operational efficiency. In conclusion, this project not only strengthens technical skills in data visualization and web integration but also provides valuable business insights that can support strategic planning and competitive advantage in the retail sector.