

ADVANTAGES & DISADVANTAGES

Advantages

- Provides clear insights into the impact of product placement on sales performance.
- Helps businesses make data-driven decisions for store layout optimization.
- Interactive dashboards improve understanding through visual representation.
- Easy integration with a Bootstrap website makes it accessible and user-friendly.
- Supports strategic planning by identifying high-performing placement areas.

Disadvantages

- Analysis depends on the accuracy and completeness of the dataset.
- Limited to historical data; may not predict future trends accurately without advanced models.
- External factors like seasonal demand or competitor strategies may not be fully considered.
- Requires technical knowledge of Tableau and web integration.