

## **1 INTRODUCTION:**

### **1.1 Project Overview**

The **Strategic Product Placement Analysis** project focuses on analyzing how product positioning within a retail environment influences sales performance and consumer behavior. The project uses a structured dataset containing variables such as product placement (endcap, aisle, shelf), pricing details, competitor pricing, promotions, foot traffic, consumer demographics, product category, seasonal factors, and sales volume.

The data was cleaned, transformed, and visualized using **Tableau Desktop**, where interactive dashboards and a story were created to present key insights. These dashboards were then integrated into a Bootstrap-based website to enhance accessibility and presentation. The project combines data analytics, visualization, and web integration to provide meaningful business insights.

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### **1.2 Purpose of the Project**

The main purpose of this project is to:

- Analyze the impact of product placement on sales volume
- Evaluate how promotions and pricing strategies influence customer purchasing behavior
- Identify high-performing placement types (endcap, aisle, shelf)
- Study the effect of consumer demographics on product sales
- Support data-driven decision-making in retail strategy

By leveraging visualization tools and structured analysis, the project helps businesses optimize product positioning, improve marketing strategies, and enhance overall sales performance.

