

Customer Journey Map – Strategic Product Placement Analysis

The Customer Journey Map visually represents the end-to-end experience of a stakeholder interacting with the product placement analytics dashboard. It is broken into six key stages, each capturing user behavior, expectations, tools used, motivations, and areas for improvement:

1. Logs in to View Data

- **Users:** Retailers, brand managers, or marketing strategists log into the Tableau dashboard expecting a clear, high-level view of product placement performance.
- **Actions:** They explore product positioning trends and sales insights.
- **Motivation:** Quickly identify product visibility effectiveness without needing deep technical skills.
- **Improvement:** Provide a brief onboarding guide or tooltips to help first-time users navigate placement metrics.

2. Explores KPIs

- **Actions:** Users interact with KPI cards showing metrics like sales volume, conversion rate by shelf/zone, or product visibility.
- **Behavior:** Hover over tooltips to view key performance details by product category or demographic segment.
- **Motivation:** Assess performance across different placements and understand sales impact.
- **Opportunity:** Add context-rich descriptions and visual cues to enhance clarity of placement KPIs.

3. Views Dashboards

- **Actions:** Users analyze heatmaps, bar graphs, and scatter plots that reveal how product location influences customer behavior.
- **Filters:** Apply filters such as time period, product type, placement location (e.g., checkout area vs. aisle).
- **Motivation:** Discover which placements drive more attention and revenue.
- **Improvement:** Improve filter layout and storytelling capabilities for smoother exploration.

4. Compares Placement Performance

- **Actions:** Compare sales between products placed in high-traffic areas vs. low-visibility zones.
- **Visuals:** Use grouped bar charts or before-after visuals to evaluate different placement strategies.
- **Motivation:** Understand the ROI of specific product placement approaches.
- **Improvement:** Include benchmarking features and historical comparison toggles.

5. Extracts Insights

- **Actions:** Export dashboard views or charts for team meetings or marketing strategy sessions.
- **Tools Used:** Tableau's sharing and PDF download features.
- **Motivation:** Present data-backed insights to executives or stakeholders.
- **Improvement:** Add one-click export options and allow users to annotate key insights for reports.

6. Makes Decisions

- **Actions:** Use the insights to update store layouts, digital placements, or promotional strategies.
- **Results:** Strategic changes in product placement to improve visibility and boost sales.
- **Motivation:** Take confident, data-driven actions to increase revenue and customer engagement.
- **Opportunity:** Integrate recommendation engines or predictive analytics to assist with optimal placement strategies.