Project Design Phase
Problem – Solution Fit Template

Date	20 June 2025
Team ID	LTVIP2025TMID51528
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Retailers and marketing teams struggle to extract meaningful insights from scattered sales and placement data using static reports and spreadsheets. This slows down decision-making and impacts their ability to optimize product visibility and placement strategies.

Our solution—a Tableau-based interactive dashboard—converts raw data into clear, actionable visualizations, enabling teams to quickly identify which product placements drive sales and make confident, data-driven merchandising and marketing decisions.

❑ Solve complex placement-performance problems in a way that aligns with the real workflow and priorities of retail marketing teams.

❑ Succeed faster and increase dashboard adoption by leveraging tools (like Tableau) that teams already use.

❑ Sharpen communication and strategy with data-driven triggers (e.g., underperforming zones, high ROI placements).

❑ Increase touchpoints by addressing frequent frustrations like unclear sales trends or ineffective product positioning.

❑ Understand the current placement decision process in order to enhance it with visual, real-time analytics.