Project Design Phase
Proposed Solution Template

Date	21 June 2025
Team ID	LTVIP2025TMID51528
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Proposed Solution Template:

Project team "LTVIP2025TMID20843's" proposed solution template:

S. No.	Parameter	Description
1.	**Problem Statement (Problem to be solved)**	A retail chain is unable to effectively determine which products perform best in specific store locations and how placement impacts sales. They rely on manual reports which lack clarity and speed, delaying strategic merchandising decisions.
2.	**Idea / Solution Description**	We propose an interactive Tableau dashboard to analyze sales by location, product category, and shelf placement. This solution uses heatmaps, sales KPIs, and drill-down filters to identify high-performing products per region and optimize placement strategies.
3.	**Novelty / Uniqueness**	Unlike static sales reports, this solution provides dynamic, location-based product performance insights. Its intuitive design supports business teams with minimal technical skills, enabling real-time decision-making and pattern discovery.
4.	**Social Impact / Customer Satisfaction**	Improved product placement leads to better inventory turnover, reduced waste, and enhanced shopping experiences for customers. Businesses benefit from higher sales efficiency and customer satisfaction through targeted merchandising.
5.	**Business Model (Revenue Model)**	While the initial deployment is internal, the solution can be offered as a commercial product to other retail chains via subscription-based SaaS, custom dashboard consulting, or bundled analytics solutions for retail BI platforms.
6.	**Scalability of the Solution**	The dashboard is designed to scale across multiple stores, regions, and product categories. It can be extended to include real-time POS data, predictive analytics, and integrate with ERP or CRM systems to support enterprise-level decision-making.