

Customer Journey Map

Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

Scenario

Analyzing, visualizing, and optimizing product placement strategies using interactive dashboards to improve sales performance and decision-making.

Steps	Goals & Motivations	Interactions	Positive Moments	Negative Moments	Opportunities
Data Collection	Help me gather accurate Database placement data	Available structure	Datasource inconsistencies	and promising leads	and automation
Data Preparation	Help me clean and transform Raw data	Calculated fields	Clear data structure after preprocessing	Manual preprocessing	Automated preprocessing pipelines
Visualization	Help me understand patterns Interactive dashboards	Clear visual insights	and presentation overload	Simplifying dashboards	with filters and sub-
Insight Generation	Help me derive actionable Strategic analysis and reporting	Identification of key trends	Difficulty interpreting complex data	Guided analytics and annotation	insights
Decision Making	Help me optimize placement Dynamic dashboards and reports	Uncertainty due to incomplete insights	inconsistent data	Integrating multiple analytics	
Implementation	Help me apply strategies Strategic execution and monitoring	Monitoring challenges	Continuous performance tracking		