

# 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 sales and placement data	Database integration	Availability of structured data	Data inconsistencies and missing values	Implementing validation and automation
Data Preparation	Help me clean and transform data efficiently	Data cleansing and calculation	Clear data structure after preprocessing	Time-consuming manual preprocessing	Automated preprocessing pipelines
Visualization	Help me understand patterns and trends	Interactive dashboards	Clear visual insights and patterns	Information overload in complex dashboards	Simplify dashboards with filters and summaries
Insight Generation	Help me derive actionable insights	Storytelling and reporting	Identification of key trends	Difficulty interpreting complex data	Provide guided analytics and annotations
Decision Making	Help me optimize placement strategies	Review dashboards and reports	Confident decision-making	Uncertainty due to incomplete insights	Implement predictive analytics
Implementation	Help me apply strategies	Strategy execution and monitoring	Improved sales performance	Monitoring challenges	Continuous performance tracking