

Ideation Phase

Empathize & Discover

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS42279
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

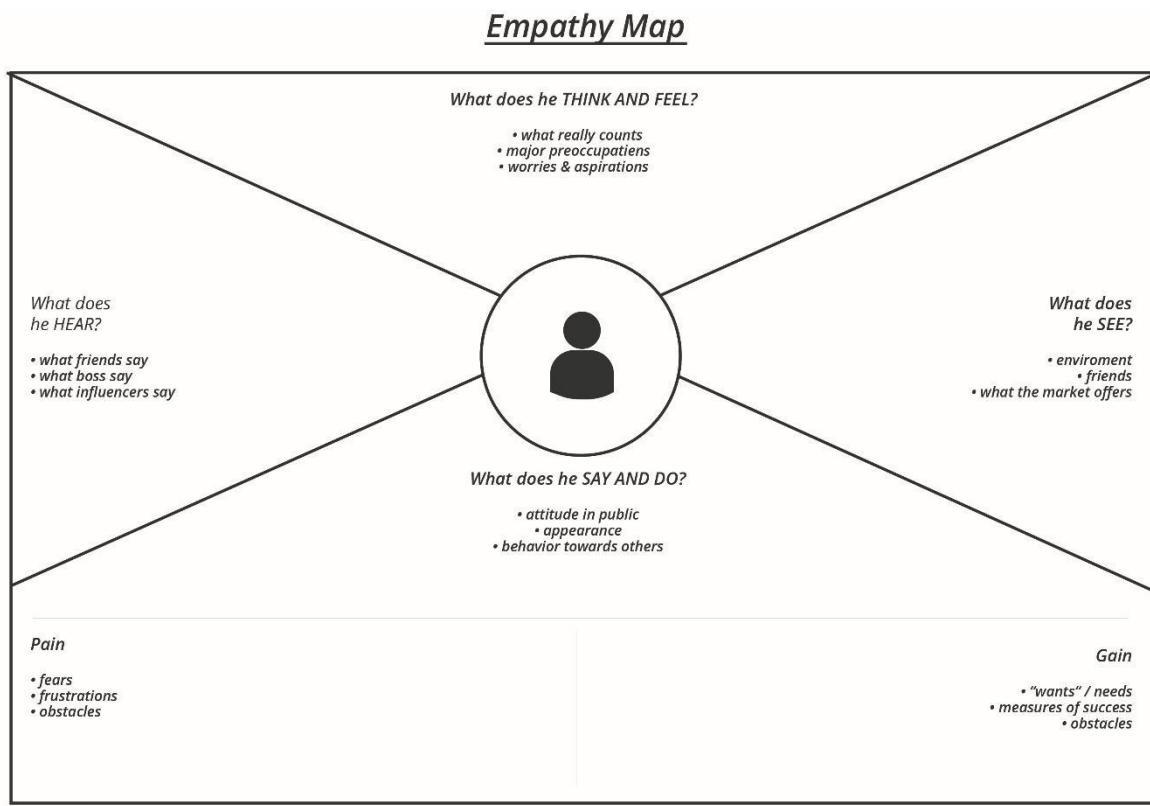
Empathy Map Canvas:

An empathy map is used to capture insights about stakeholders involved in analyzing product placement and sales performance. It helps the team understand the behaviors, needs, motivations, and challenges of users such as retail managers, marketing analysts, and decision-makers who rely on data insights for strategic planning.

This tool enables the team to view the problem from the user's perspective and identify the difficulties they face when interpreting large datasets, measuring placement effectiveness, and making informed decisions. Understanding these aspects supports the development of effective visualization solutions using Tableau that improve usability and decision-making efficiency.

Creating the empathy map helped the team identify user expectations, goals, and pain points, ensuring that the proposed solution aligns with real-world requirements and enhances user experience.

Example:



User: Retail Business Manager / Marketing Analyst

Says

- Needs clear insights into how product placement affects sales.
- Wants simple and interactive dashboards to interpret data easily.
- Expresses the need for accurate reports to support decision-making.

Thinks

- Wonders if current placement strategies are maximizing revenue.
- Believes data visualization can simplify complex datasets.
- Thinks better insights will improve marketing effectiveness.

Does

- Reviews sales reports and customer data regularly.
- Uses analytical tools to monitor performance trends.
- Collaborates with marketing and sales teams to adjust strategies.

Feels

- Feels overwhelmed by large volumes of raw data.
- Feels uncertain when insights are unclear or incomplete.
- Feels confident when supported by clear visual analytics.

Pain Points

- Difficulty interpreting complex and scattered datasets.
- Lack of integrated visualization tools for real-time insights.
- Challenges in identifying patterns affecting sales performance.

Gains

- Clear understanding of product placement effectiveness.
- Improved ability to make data-driven decisions.
- Enhanced sales performance through optimized strategies.