

Project Design Phase-I
Proposed Solution Template

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS42279
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Retail organizations face challenges in understanding how product placement influences sales performance and customer behavior due to large volumes of complex data. Traditional reporting methods do not provide clear insights, making it difficult to optimize placement strategies and improve decision-making.
2.	Idea / Solution description	The proposed solution is a data visualization and analytics system that analyzes sales performance, product placement data, and customer demographics to generate actionable insights. The system uses interactive dashboards and storytelling features of Tableau to present trends and patterns clearly. The solution also integrates with a web interface using Flask to enable easy access, interaction, and reporting for stakeholders
3.	Novelty / Uniqueness	The uniqueness of the solution lies in its ability to combine product placement analysis with interactive visualization and storytelling features, enabling users to explore insights dynamically. The system provides an integrated platform that transforms raw data into meaningful visual insights for better strategic planning
4.	Social Impact / Customer Satisfaction	The solution helps organizations make data-driven decisions that improve operational efficiency and customer experience. By optimizing product placement strategies, businesses can better meet customer needs, improve product accessibility, and enhance overall satisfaction.
5.	Business Model (Revenue Model)	The solution can be offered as a data analytics service or subscription-based platform for retail and marketing organizations. Revenue can be

		generated through licensing, consulting services, and customized analytics solutions for businesses.
6.	Scalability of the Solution	The system is designed with a modular architecture that allows integration of additional datasets, dashboards, and analytical features. It can scale to support larger data volumes and multiple users without significant performance degradation, making it suitable for growing organizations.