

**Project Design Phase**  
**Proposed Solution Template**

Date	2 July 2025
Team ID	LTVIP2025TMID48762
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

**Proposed Solution Template:**

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The retail sector often underutilizes valuable product performance data due to a lack of visualization. As a result, it becomes difficult for managers and marketers to assess the impact of pricing, shelf positioning, and consumer behaviour on sales.
2.	Idea / Solution description	This project transforms raw product positioning data into interactive dashboards using Tableau. The solution includes calculated fields (e.g., Price Flag), visual comparisons (Tree Map & Bar Charts), and interactive filters for traffic level, demographics, and shelf position.
3.	Novelty / Uniqueness	The dashboard goes beyond basic reporting by offering dynamic filtering, consumer segmentation, pricing comparison, and shelf placement analysis—all in one place, without the need for coding.
4.	Social Impact / Customer Satisfaction	The solution helps retail managers, marketing teams, and merchandisers make informed, confident decisions. It improves visibility, optimizes promotions, and helps businesses align product placement with customer behaviour.
5.	Business Model (Revenue Model)	This dashboard can be offered as a SaaS product to retail chains, FMCG companies, and analytics teams. Advanced features like auto recommendations, competitor benchmarking, and promotional ROI tracking can be monetized.
6.	Scalability of the Solution	The solution is scalable—it can support larger datasets, more categories, new user roles, and even integrate with live data or ML based sales forecasting models in the future.