Project Design Phase
Solution Architecture

Date	22 June 2025
Team ID	LTVIP2025TMID51790
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Solution Architecture:

The solution begins with collecting and preprocessing sales data using Tableau, where additional columns like were added. This enhanced dataset is then imported into Tableau, where various dashboards and stories are designed to uncover product placement insights. The final solution delivers interactive visualizations that allow users to filter and analyze data across categories, cities, and demographics for strategic decision-making.

Solution Architecture

Supermarket Sales CSV	Tableau Public	Dashboard Output	End Users
Raw sales data of 3 months' from 3 branches (CSV format)	Used for data import, cleaning, and creating visual dashboards	Sales trends, customer behavior, and product placement insights	Retail teams and analysts exploring insights and filtering views