

# Project Design Phase

## Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID51790
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

### Problem – Solution Fit:

In today’s competitive retail landscape, businesses often face challenges in deciding where and how to place products to drive maximum sales. Without clear, data-driven insights, product placement decisions rely on assumptions, leading to inefficiencies and lost opportunities. To address this, our project *Strategic Product Placement Analysis* leverages Tableau to transform raw sales data into interactive dashboards. These visual tools empower retailers to understand customer behavior, analyze category-wise performance, and make informed decisions about shelf placement and promotions, ultimately enhancing both customer experience and revenue.

### Problem–Solution Fit

