

Ideation phase

Empathy Map Canvas

Project Name:

Strategic Product Placement Analysis: Unveiling Sales Impact With Tableau.

Date	25 June 2025
Team ID	LTVIP2025TMID20736
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact With Tableau.
Maximum Marks	4 Marks

About:

Strategic product placement involves **positioning products in physical or digital spaces** (like shelves, end-caps, checkout aisles, or homepage banners) to **maximize visibility and sales**.

- **Goal:** Optimize where a product appears to influence customer buying behavior.
- **Types of placement:**
 - End-cap displays
 - Eye-level shelving
 - Point-of-sale (checkout counters)
 - Cross-category bundling
 - Seasonal or promotional areas

Benefits of the Analysis:

- Improved planogram design
- Enhanced customer experience
- Higher sales and inventory turnover
- Stronger cross-department collaboration (sales, ops, marketing)

Wants to use Tableau to understand and improve product placement strategies based on real sales data.

Map:

Empathy Map Canvas...

