Project Design Phase
Solution Architecture

Date	26 June 2025
Team ID	LTVIP2025TMID20736
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Solution Architecture Description:

This solution uses **Tableau** to transform raw retail data into actionable visual insights that support strategic product placement decisions. The architecture includes:
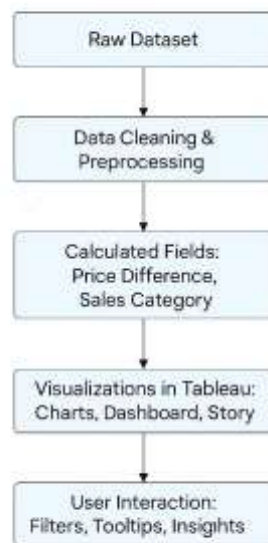
- **Data source layer**: historical sales data including product category, sales volume, customer demographics, foot traffic, pricing, and promotions.
- **Data preprocessing layer**: cleaning, filtering, removing unused columns, creating calculated fields (e.g., price difference, sales category).
- **Visualization layer**: Tableau dashboards, storyboards, and interactive charts (donut, bubble, scatter, text table).
- **User interaction layer**: users apply filters, view trends, and extract insights through dashboards and stories.

Tools & Technologies
- Tableau Public
- CSV (data source)
- Custom Calculated Fields in Tableau
- Storyboard & Dashboard features

Solution Architecture Diagram:

Solution Architecture