

Problem Statement

Date	09 February 2026
Team ID	LTVIP2026TMIDS75097
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Introduction:

Understanding the customer’s challenges is essential to developing an effective data-driven solution. In the context of retail business analytics, store managers and business analysts often face difficulties in identifying the impact of product placement strategies on sales performance.

This project aims to address these challenges by analysing sales data using Tableau dashboards and integrating them into a Flask-based web application. The following customer problem statements define the core issues faced by stakeholders in optimizing product placement strategies.

I am

a store manager or business analyst
trying to understand the impact of **product placement**




I'm trying to

identify which product placement strategy (endcap, shelf, aisle) leads to **maximum sales impact**



but

I lack clear, **visual data** insights on placement effectiveness



because

my sales data **is not interactive** or integrated into a user-friendly **web dashboard**



which makes me feel

uncertain and overwhelmed in making data-driven business decisions

Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1	I am a retail store manager	trying to increase product sales and improve	but I do not know which product placement	because I lack data-driven insights and proper	confused and uncertain about business decisions

		store performance	strategy gives the highest sales impact	visualization tools	
PS-2	I am a business analyst	trying to optimize promotional strategies	but I cannot clearly measure how placement influences customer buying behaviour	because sales data is not presented in an interactive and comparative way	uncertain about strategic planning