

Ideation Phase

Empathize & Discover

Date	09 February 2026
Team ID	LTVIP2026TMIDS75097
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Empathy Map Canvas:

This empathy map was created to understand the challenges faced by retail store managers in analysing product placement impact on sales. By identifying what the user says, thinks, does, and feels, the team was able to design a data visualization solution that directly addresses real business problems using Tableau dashboards integrated with a Flask web application.

