

Technology Stack (Architecture & Stack)

Date	14 February 2026
Team ID	LTVIP2026TMIDS75097
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Technical Architecture:

The proposed system follows a data analytics architecture where supermarket sales data is collected in CSV/Excel format and processed using Tableau Desktop. The data is cleaned and transformed before visualization. Interactive dashboards and stories are created to analyse the impact of product placement on sales performance. The dashboards are deployed using Tableau Public for web integration. The system runs on a local machine and can be accessed via a web interface.

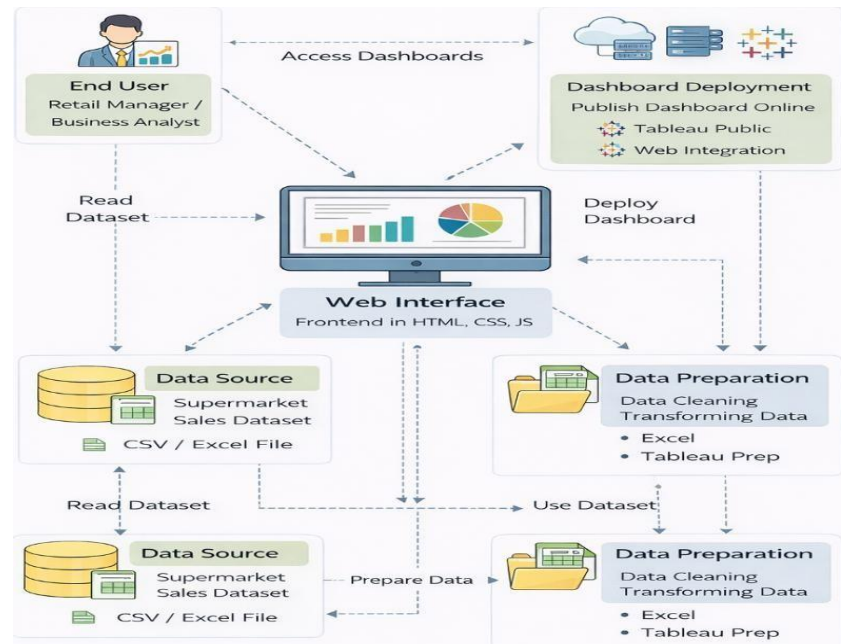


Table-1 : Components & Technologies:

S. No	Component	Description	Technology
1.	User Interface	Web-based interface for accessing dashboards	HTML5, CSS3, JavaScript
2.	Data Source	Supermarket sales dataset (CSV/Excel)	Excel / CSV
3.	Data Preparation	Cleaning and transforming raw data	Excel / Tableau Prep
4.	Visualization Engine	Creating charts, dashboards, and stories	Tableau Desktop
5.	Dashboard Deployment	Publishing dashboards online.	Tableau Public
6.	Data Storage	Storage of dataset files	Local File System
7.	Infrastructure	System where application runs	Local System / Cloud

Table-2: Application Characteristics:

S. No	Characteristics	Description	Technology
1.	Open-Source Frameworks	Frontend development tools used	HTML, CSS, JavaScript
2.	Security Implementations	Role-based access to dashboards	Tableau Server Permissions
3.	Scalable Architecture	Handles increasing dataset size efficiently	Tableau Data Engine
4.	Availability	Dashboard accessible online 24/7	Tableau Public
5.	Performance	Optimized dashboards with filters and extracts	Tableau Extract (.hyper)