

Ideation Phase

Empathize & Discover

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| 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.

