

Proposed Solution

Date	15 February 2026
Team ID	LTVIP2026TMIDS75097
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Proposed Solution Template:

S. No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Retail businesses often struggle to understand how product placement affects sales performance. Without proper analysis, products may be placed inefficiently, resulting in lower visibility and reduced revenue. There is a need for a data-driven system that analyses sales data and identifies the impact of strategic product placement on overall sales.
2.	Idea / Solution description	The proposed solution is a data analytics system developed using Tableau that analyses supermarket sales data to evaluate the impact of product placement on sales performance. The system cleans and processes the dataset, creates interactive visualizations, and generates dashboards and stories to identify high-performing placements. A web interface is integrated to allow users to access the dashboard online for better decision-making.
3.	Novelty / Uniqueness	The uniqueness of this project lies in combining product placement analysis with interactive Tableau dashboards and web integration. Instead of traditional static reports, this solution provides real-time visual insights and interactive filtering, enabling managers to explore placement strategies dynamically.
4.	Social Impact / Customer Satisfaction	By improving product placement strategies, retail businesses can enhance customer shopping experience, increase product visibility, and reduce customer search time. This leads to higher customer satisfaction and improved store efficiency.
5.	Business Model (Revenue Model)	The solution can be offered as a data analytics service to retail businesses on a subscription basis. Organizations can pay for dashboard development, customization, and maintenance. Additionally, advanced analytics features can be provided as premium services.

6.	Scalability of the Solution	The system is scalable as it can handle increasing sales data and additional product categories. Tableau's data engine and dashboard deployment capabilities allow the solution to be expanded across multiple stores or retail chains without significant architectural changes.
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