Project Design Phase
Proposed Solution Template

Date	30 JUNE 2025
Team ID	LTVIP2025TMID50052
Project Name	Strategic product placement analysis unveiling sales impact with tableau visualization
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Businesses lack clear insights into how product placement, pricing, and promotions influence consumer behaviour and sales, leading to inefficient strategies and lost revenue.
2.	Idea / Solution description	A Tableau-based interactive dashboard that visualizes sales performance by product category, consumer demographics, competitor pricing, foot traffic, and promotional impact to help businesses make data-driven decisions on product positioning.
3.	Novelty / Uniqueness	Unlike static reports or spreadsheets, this solution offers dynamic, visual storytelling with real-time interactivity, calculated insights (e.g., price difference), and drill-down filters for detailed analysis.
4.	Social Impact / Customer Satisfaction	By enabling smarter decisions, the solution increases customer satisfaction through better product availability, targeted promotions, and improved shopping experience, while reducing business losses due to poor placement.
5.	Business Model (Revenue Model)	The dashboard model can be offered as a data analytics service to retail companies or as a subscription-based SaaS product for continuous performance monitoring and strategic planning.
6.	Scalability of the Solution	The solution is scalable across industries—retail, e-commerce, media, and advertising—and can easily integrate new data fields, product lines, or customer