

Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau

Project Vision

Analyze how product placement strategies (store layout, shelf position, promotions, bundling, or media placement) influence sales performance, customer behavior, and ROI using interactive dashboards.

Brainstorming Ideas

- Retail Store Placement Impact: Eye-level vs bottom shelf sales comparison, end-cap displays, checkout impulse products.
- Media & Advertising Placement: Product placement in movies/TV vs sales spikes, influencer campaigns vs ROI.
- E-commerce Placement: Featured products vs organic search sales, recommendation engine placements.
- Cross-Selling & Bundling: Frequently bought together analysis, basket affinity impact.

Key Business Questions

- Which placement strategy generates the highest revenue?
- Does premium shelf positioning justify its cost?
- How does placement influence customer purchase frequency?
- What is the ROI of promotional placements?
- Which categories benefit most from visibility?

Suggested KPIs

- Total Sales Revenue
- Conversion Rate
- Average Basket Size
- Placement ROI
- Sales Lift Percentage
- Customer Retention Rate
- Product Visibility Score
- Profit Margin by Placement Type

Dataset Ideas

Retail dataset columns may include Product ID, Category, Placement Type, Shelf Position, Store Location, Promotion Flag, Units Sold, Revenue, and Date. Marketing dataset may include Campaign Type, Placement Channel, Cost, Impressions, Clicks, Conversions, and Sales Impact.

Tableau Dashboard Ideas

- Sales Overview: Revenue trends, placement comparison, geographic performance.
- Placement Effectiveness: Shelf position heatmap, sales lift vs cost.
- Customer Behavior: Basket analysis, segmentation, purchase funnel.
- ROI & Recommendations: ROI by placement strategy, forecasting insights.

Advanced Analytics Ideas

- A/B testing simulation for placement strategies
- Regression analysis to measure placement impact
- Market basket analysis (association rules)
- Forecasting future sales
- What-if parameter simulations

GitHub Repository Structure

strategic-product-placement-tableau/ ████ data/ ████ dashboards/ ████ images/ ████ docs/ ████
README.md ████ LICENSE

Portfolio Value

This project demonstrates business thinking, data visualization, marketing analytics, decision intelligence, and storytelling skills.