Project Planning Phase Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau

1. Project Overview

- The planning phase defines the roadmap for executing the project successfully.
- Includes scope definition, timeline creation, resource allocation, and risk assessment.
- Project Goal: Analyze how strategic product placement impacts sales performance using interactive dashboards.

2. Project Scope

- In Scope: Data collection, preprocessing, dashboard development, analysis, reporting, and GitHub deployment.
- Out of Scope: Real-time enterprise deployment, ERP integration, advanced machine learning automation.

3. Objectives

- Understand sales patterns across regions and categories.
- Identify high-performing product placements.
- Build interactive dashboards for decision-making.
- Provide actionable business recommendations.

5. Resource Planning

- Tools: Tableau, Excel/CSV datasets, GitHub, documentation tools.
- Human Resources: Project Developer/Analyst and optional Reviewer/Mentor.

6. Risk Management

- Poor data quality – Mitigation: Data cleaning and validation.
- Tool limitations – Mitigation: Optimized dashboards.
- Time constraints – Mitigation: Proper scheduling.
- Performance issues – Mitigation: Efficient calculations.

7. Cost Planning

- Tableau Public: Free.
- Dataset: Free.
- Development Cost: Minimal (student project).

8. Communication Plan

- Weekly progress tracking.
- Documentation updates.
- GitHub commits.
- Final presentation/demo.

9. Deliverables

- Clean dataset.
- Tableau dashboards.
- Project report PDF.
- GitHub repository.
- Demo video.

4. Project Timeline

Phase	Duration	Activities
Planning	Week 1	Requirement gathering, scope definition
Design	Week 2	Architecture & dashboard design
Development	Week 3–4	Data preparation & dashboard creation
Testing	Week 5	Validation & improvements
Deployment	Week 6	Publishing & documentation