

# Requirement Analysis Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau

## 1. Introduction

- Requirement Analysis focuses on understanding project objectives, user needs, system functionality, and expected outcomes.
- The goal is to analyze how product placement strategies influence sales performance using interactive dashboards.

## 2. Problem Statement

- Organizations struggle to understand how product placement impacts customer purchasing behavior and sales performance.
- This project solves the problem using data analytics and visualization techniques.

## 3. Objectives

- Analyze sales data across regions and categories.
- Identify patterns influenced by product placement.
- Develop interactive dashboards for decision-making.
- Provide actionable business insights.
- Improve strategic marketing planning.

## 4. Stakeholders

- Primary: Business Managers, Marketing Teams, Sales Analysts, Decision Makers.
- Secondary: Project Developer, Academic Evaluators / Mentors.

## 5. Functional Requirements

- Import datasets from Excel/CSV files.
- Clean and preprocess data.
- Generate calculated metrics (Sales, Profit, Growth %).
- Create interactive dashboards with filters and drill-down features.
- Display multiple visualizations.
- Export reports and insights.

## 6. Non-Functional Requirements

- Performance: Fast dashboard loading.
- Usability: Easy navigation and clear layout.

- Scalability: Ability to handle larger datasets.
- Reliability: Accurate calculations.
- Security: Safe handling of datasets.

## **7. Data Requirements**

- Input: Sales transactions, product categories, regional data, customer segments, placement data.
- Output: KPI metrics, dashboards, insight reports.

## **8. System Requirements**

- Hardware: Computer/Laptop with minimum 8GB RAM (recommended).
- Software: Tableau Desktop/Public, Microsoft Excel, Web Browser, GitHub.

## **9. Constraints**

- Limited dataset availability.
- Time constraints.
- Tool limitations in free versions.
- Dependence on data quality.

## **10. Assumptions**

- Dataset provided is accurate and sufficient.
- Users have basic knowledge of dashboards.
- Tableau environment functions properly.

## **Deliverables**

- Requirement Specification Document.
- Defined Project Scope.
- Identified KPIs.
- Data Source Identification.
- Initial Planning Approval.