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

1. Requirement Analysis

- Define project objectives such as understanding how product placement influences sales performance.
- Identify key KPIs including Sales, Profit, Quantity, Region performance, and Category trends.
- Determine stakeholders and expected outputs like dashboards, insights, and reports.
- Decide tools such as Tableau, Excel/CSV datasets, and GitHub.

2. Data Collection

- Gather datasets such as sales transactions, product categories, regional performance, and marketing placement information.
- Ensure data quality by removing duplicates, handling missing values, and standardizing formats.

3. Data Preparation & Cleaning

- Perform preprocessing in Excel, SQL, or Tableau Prep.
- Create calculated fields and transform data.
- Example metrics: Profit Ratio, Placement Impact Score, Sales Growth Percentage.

4. Dashboard Design Planning

- Plan visualization structure including Word Cloud, Donut Chart, Trend Chart, Bar Chart, Bubble Chart, Area Chart, Text Table, and Pie Chart.
- Create dashboard wireframes before implementation.

5. Tableau Development

- Import dataset into Tableau and build calculated fields and parameters.
- Create interactive dashboards with filters, drill-down features, and tooltips.
- Ensure visual consistency in colors, fonts, and layout.

6. Testing & Validation

- Verify calculation accuracy and cross-check with raw data.
- Test filters, navigation, and performance optimization.

7. Deployment

- Publish dashboards to Tableau Public or Tableau Server.
- Export dashboard images and upload project files to GitHub.

8. Documentation

- Prepare project report PDF, GitHub README, video demonstration, and dashboard explanation.

9. Maintenance & Future Enhancements

- Add predictive analytics, integrate real-time data, improve UI/UX, and include machine learning insights.