Project Design Phase-I
Proposed Solution Template

Date	10 February 2026
Team ID	LTVIP2026TMIDS49558
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 proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Retail businesses and product managers struggle to identify the correct product positioning strategy due to unclear insights from pricing and customer rating data. Lack of proper visualization leads to poor strategic decisions and reduced competitiveness
2.	Idea / Solution description	Develop a Strategic Product Placement Analysis system using data analytics and Tableau dashboards to analyze price vs rating relationships, identify premium and budget segments, detect market gaps, and provide visual insights for better decision-making.
3.	Novelty / Uniqueness	The solution integrates pricing and customer rating analysis in a single visual platform. It transforms raw data into interactive dashboards and storyboards, enabling dynamic exploration instead of static reporting
4.	Social Impact / Customer Satisfaction	Helps businesses make data-driven decisions, improves product positioning strategies, enhances customer satisfaction, and reduces financial risks caused by incorrect product placement.
5.	Business Model (Revenue Model)	Revenue can be generated through subscription-based analytics dashboards, consulting services for product analysis, premium customization of dashboards, and business intelligence reporting services.
6.	Scalability of the Solution	The system can be expanded to multiple product categories, handle large datasets, support multiple users, and be upgraded to real-time analytics in future implementations.