Tableau Public - product_positioning

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Tableau Desktop Public Edition — Buy Tableau

Show Me

Dashboard | Layout

Default
Phone
Device Preview

Size
min 420x560 - max 1620x8...

Sheets
- Avg Sales ...
- Competitor ...
- Avg Sales ...
- Consumer ...
- Product ...
- Avg Sales ...
- Foot Traffic b...

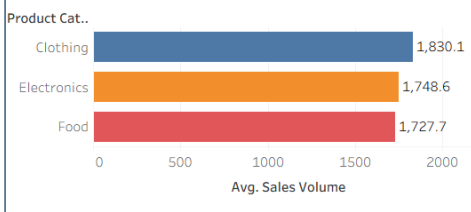
Objects
- Horizontal Container
- Vertical Container
- Text
- Extension
- Pulse Metric
- Image

Tiled | Floating

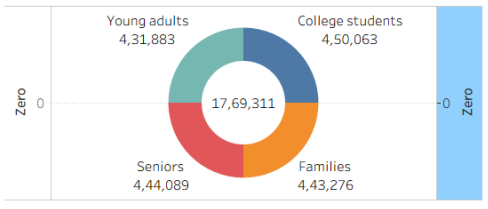
Show dashboard title

product_positioning Analysis Dahboard-1

Avg Sales Volume vs Product Category



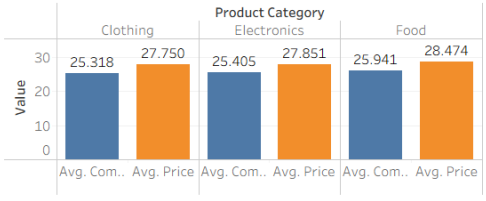
Consumer Demographics vs Sales Volume



Promotion of Product Category on Price and Sales Volume

Promotion	Product Category	Avg. Price	Avg. Sales Volume
No	Clothing	27	1,869
	Electronics	27	1,726
	Food	28	1,677
Yes	Clothing	29	1,781
	Electronics	29	1,773
	Food	29	1,782

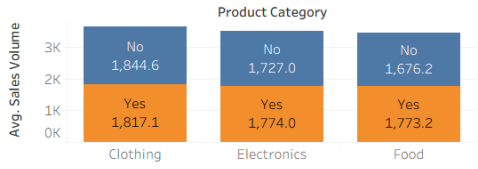
Competitor Price Vs Price



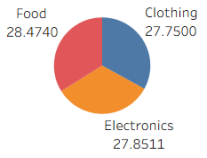
Product Category
- (All)
- Clothing
- Electronics
- Food

Consumer Demograp..
- (All)
- College students
- Families
- Seniors
- Young adults

Avg Sales Volume by Product Category by Season



Product Category vs Price



Data Source | Consumer Demographics vs Sal... | Product Category vs Price | Avg Sales Volume by Product Ca... | Foot Traffic by Avg Sales Volume | Promotion of Product Category ... | Dashboard 1 | Dashboard 2 | Story 1 | Dashboard 3

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Objects
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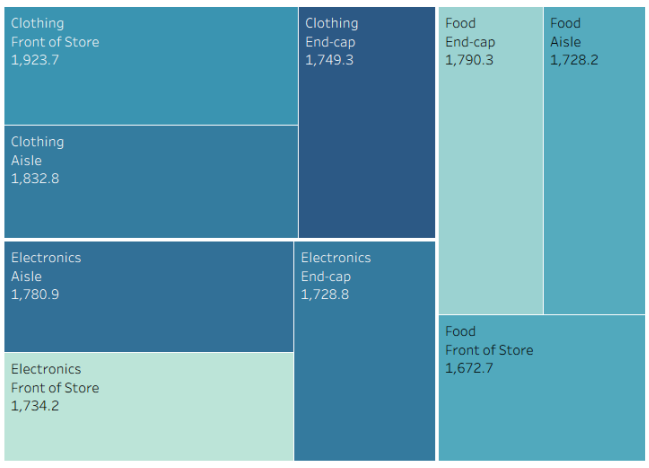
- Extension
- Pulse Metric
- Image

Tiled | Floating

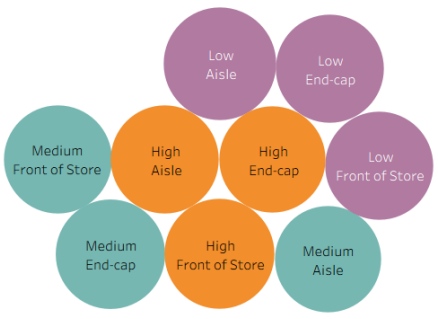
Show dashboard title

product_positioning Analysis Dahboard-2

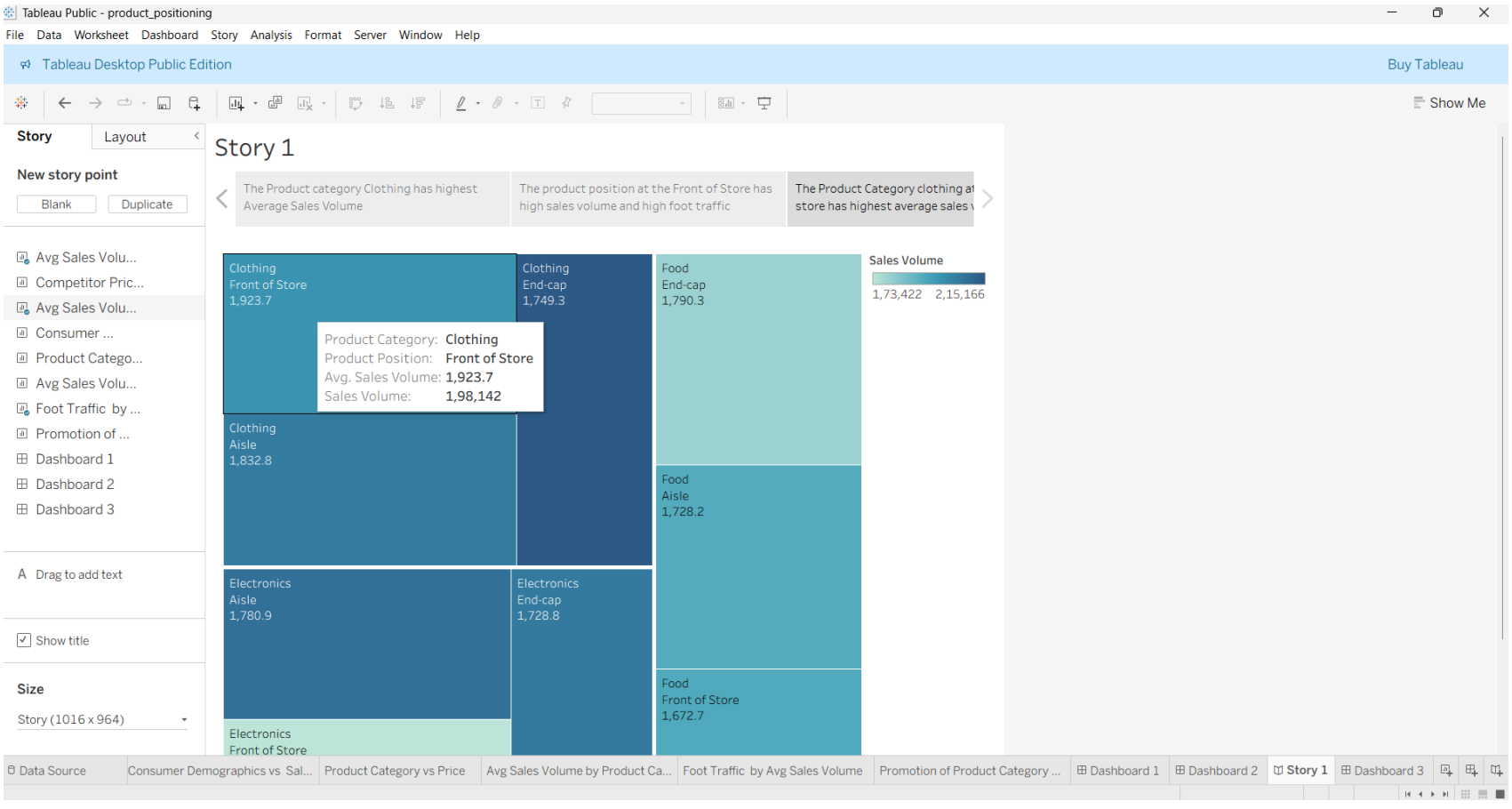
Avg Sales Volume by Product Category by Product Position



Foot Traffic by Avg Sales Volume



Data Source | Consumer Demographics vs Sal... | Product Category vs Price | Avg Sales Volume by Product Ca... | Foot Traffic by Avg Sales Volume | Promotion of Product Category ... | Dashboard 1 | Dashboard 2 | Story 1 | Dashboard 3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Show Me
Story
Layout
New story point
Blank
Duplicate
Avg Sales Volu...
Competitor Pric...
Avg Sales Volu...
Consumer ...
Product Catego...
Avg Sales Volu...
Foot Traffic by ...
Promotion of ...
Dashboard 1
Dashboard 2
Dashboard 3
Drag to add text
Show title
Size
Story (1016 x 964)
Story 1
The Product category Clothing has highest Average Sales Volume
The product position at the Front of Store has high sales volume and high foot traffic
The Product Category clothing at store has highest average sales
Clothing
Front of Store
1,923.7
Clothing
End-cap
1,749.3
Clothing
Aisle
1,832.8
Electronics
Aisle
1,780.9
Electronics
End-cap
1,728.8
Electronics
Front of Store
Food
End-cap
1,790.3
Food
Aisle
1,728.2
Food
Front of Store
1,672.7
Product Category: Clothing
Product Position: Front of Store
Avg. Sales Volume: 1,923.7
Sales Volume: 1,98,142
Sales Volume
1,73,422 2,15,166
Data Source
Consumer Demographics vs Sal...
Product Category vs Price
Avg Sales Volume by Product Ca...
Foot Traffic by Avg Sales Volume
Promotion of Product Category ...
Dashboard 1
Dashboard 2
Story 1
Dashboard 3