Project Design Phase
Solution Architecture

Date	19 February 2026
Team ID	LTVIP2026TMIDS24154
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.

- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.

- Define features, development phases, and solution requirements.

- Provide specifications according to which the solution is defined, managed, and delivered.

Solution Architecture Diagram:

Integrated Retail Analytics Platform