

Project Name: Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

Team ID: LTVIP2026TMIDS24154

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1) Data Preprocessing Steps

Data Connectivity

Data Connectivity Description:

The dataset for this project was collected in Microsoft Excel format with the worksheet name “**Product Positioning**”. Tableau Desktop Public Edition was used to connect directly to the Excel file. The dataset contains structured retail data including product position, sales volume, pricing, promotions, foot traffic, and consumer demographics. The data connection was verified using Tableau’s Data Source tab to ensure all fields were correctly recognized and loaded.

The screenshot shows the Tableau Desktop Public Edition interface. On the left, the 'Connections' pane is open, showing a single connection named 'Product Positioning' (Microsoft Excel). Below it, the 'Sheets' pane shows two sheets: 'Product Positioning' (selected) and 'New Union'. The main workspace displays the 'Product Positioning' sheet with a table preview. The table has 11 fields and 1000 rows. The columns are: Product Positioning (Name), Product Positioning (Description), Product Positioning (Fields), and Product Positioning (Fields). The data includes various product details like Product ID, Price, Competitor's Price, Promotion, Foot Traffic, and Consumer Demographics. At the bottom, there are navigation tabs for 'Data Source', 'Sales by Product Position', 'Sales by Category', 'Sales by Demographics', 'Promotion vs Sales', 'Dashboard 1', 'Story 1', and other dashboard options.

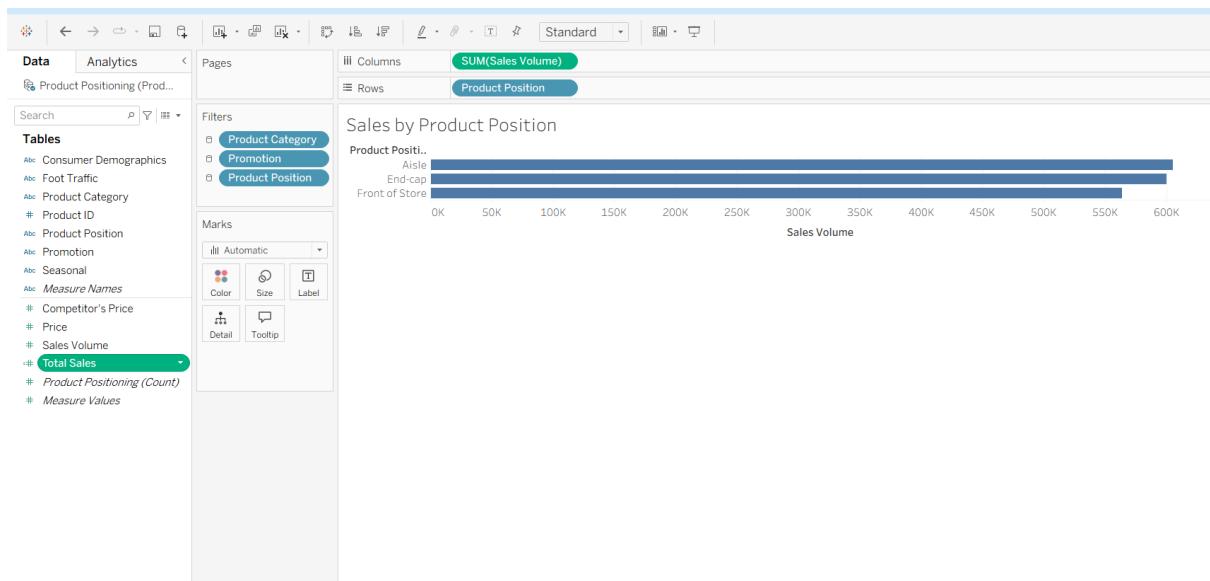
Data Preparation

Data Preparation Steps:

Data preparation was performed within Tableau to ensure accurate analysis.

The following preprocessing steps were applied:

- Verified data types for measures and dimensions
- Removed duplicate records (if any)
- Ensured no missing values in key fields such as Sales Volume, Product Position, and Promotion
- Checked consistency in categorical fields like Product Category and Consumer Demographics
- Created calculated fields where required for aggregated analysis



2) Business Questions With Visualizations:

