

## Ideation Phase

### Empathize & Discover

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

#### Empathy Map Canvas:

This empathy map represents the mindset of the **end user**—typically a **retail analyst, marketing strategist, or business manager**—who will use the Tableau dashboard designed under the project "**Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization**".

Understanding what they **say, do, think, and feel** gives clarity on how to shape the Tableau visuals: interactive, insightful, and focused on action. Their needs revolve around **clarity, efficiency, and decision-making**. This map will guide the development of dashboards that are not just visually appealing, but also **practical and decision-oriented**, enabling better product placement strategies and measurable sales improvements.

