

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

Team ID: LTVIP2026TMIDS24154

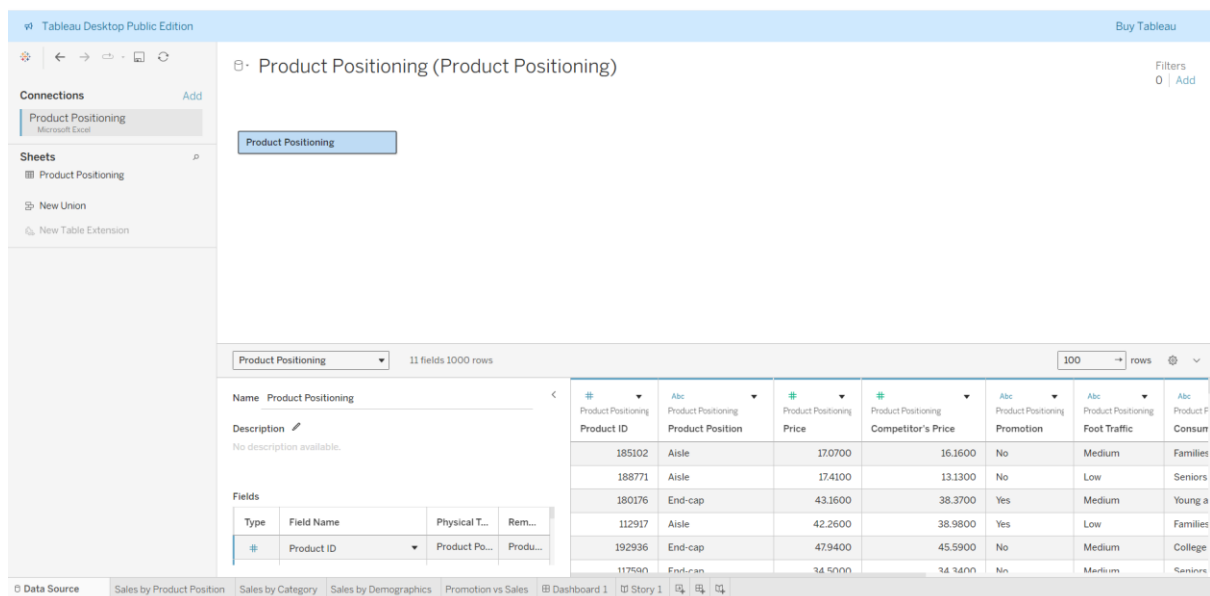
Date: 19 February 2026

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.



Product ID	Product Position	Price	Competitor's Price	Promotion	Foot Traffic	Consumer Demographics
185102	Aisle	17.0700	16.1600	No	Medium	Families
188771	Aisle	17.4100	13.1300	No	Low	Seniors
180176	End-cap	43.1600	38.3700	Yes	Medium	Young a
112917	Aisle	42.2600	38.9800	Yes	Low	Families
192936	End-cap	47.9400	45.5900	No	Medium	College
117500	End-cap	34.5000	34.3400	No	Medium	Seniors

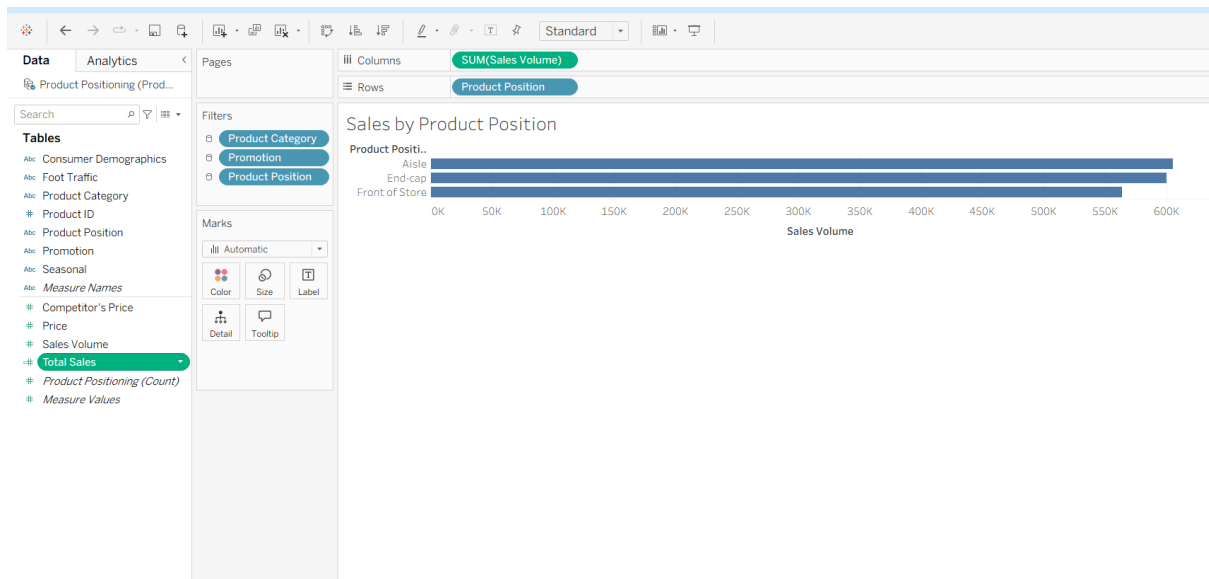
Data Preparation

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:

