

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

**Team ID:** LTVIP2026TMIDS24154

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## Dashboard

Dashboard Development Description:

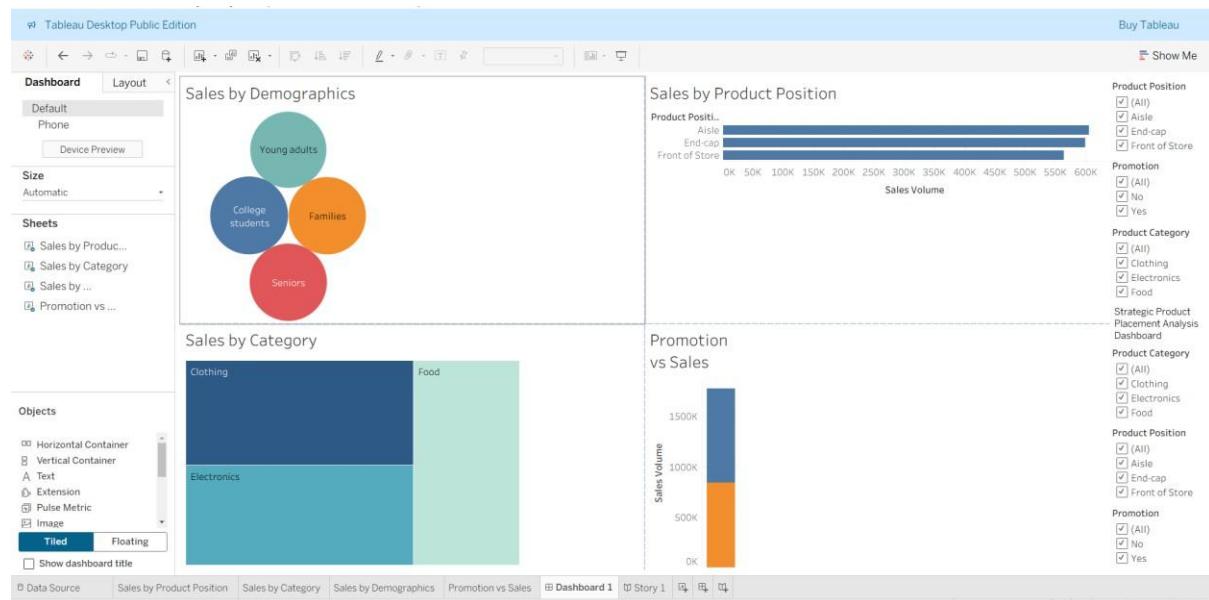
An interactive dashboard was developed using Tableau to analyze the impact of product placement on sales performance.

The dashboard includes the following visualizations:

- Sales by Product Position
- Sales by Product Category
- Sales by Consumer Demographics
- Promotion vs Sales Volume

Interactive filters were added for Product Category, Product Position, and Promotion to allow dynamic data exploration.

The dashboard enables users to identify high-performing product placements and understand customer behavior.



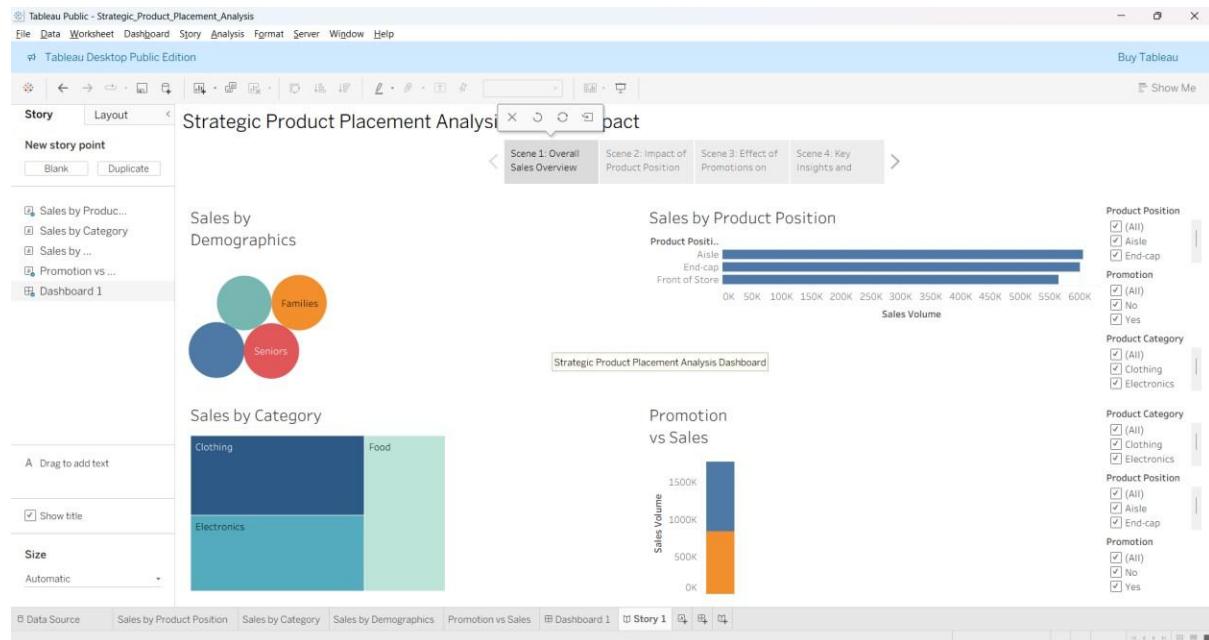
## Story

**Story Creation Description:**

Tableau Story feature was used to present insights in a structured and narrative-driven format. The story consists of multiple scenes:

- Overall Sales Overview
- Impact of Product Position on Sales
- Effect of Promotions on Sales
- Key Insights and Conclusions

Each scene highlights critical business insights derived from the dashboard visualizations.



### Tableau Public Dashboard Link:

[https://public.tableau.com/app/profile/nikku.chandana.sai.durga/viz/Strategic\\_Product\\_Placement\\_Analysis\\_Dashboard/Dashboard1?publish=yes](https://public.tableau.com/app/profile/nikku.chandana.sai.durga/viz/Strategic_Product_Placement_Analysis_Dashboard/Dashboard1?publish=yes)

### Tableau Public Story Link:

[https://public.tableau.com/app/profile/nikku.chandana.sai.durga/viz/Strategic\\_Product\\_Placement\\_Analysis/Story1?publish=yes](https://public.tableau.com/app/profile/nikku.chandana.sai.durga/viz/Strategic_Product_Placement_Analysis/Story1?publish=yes)