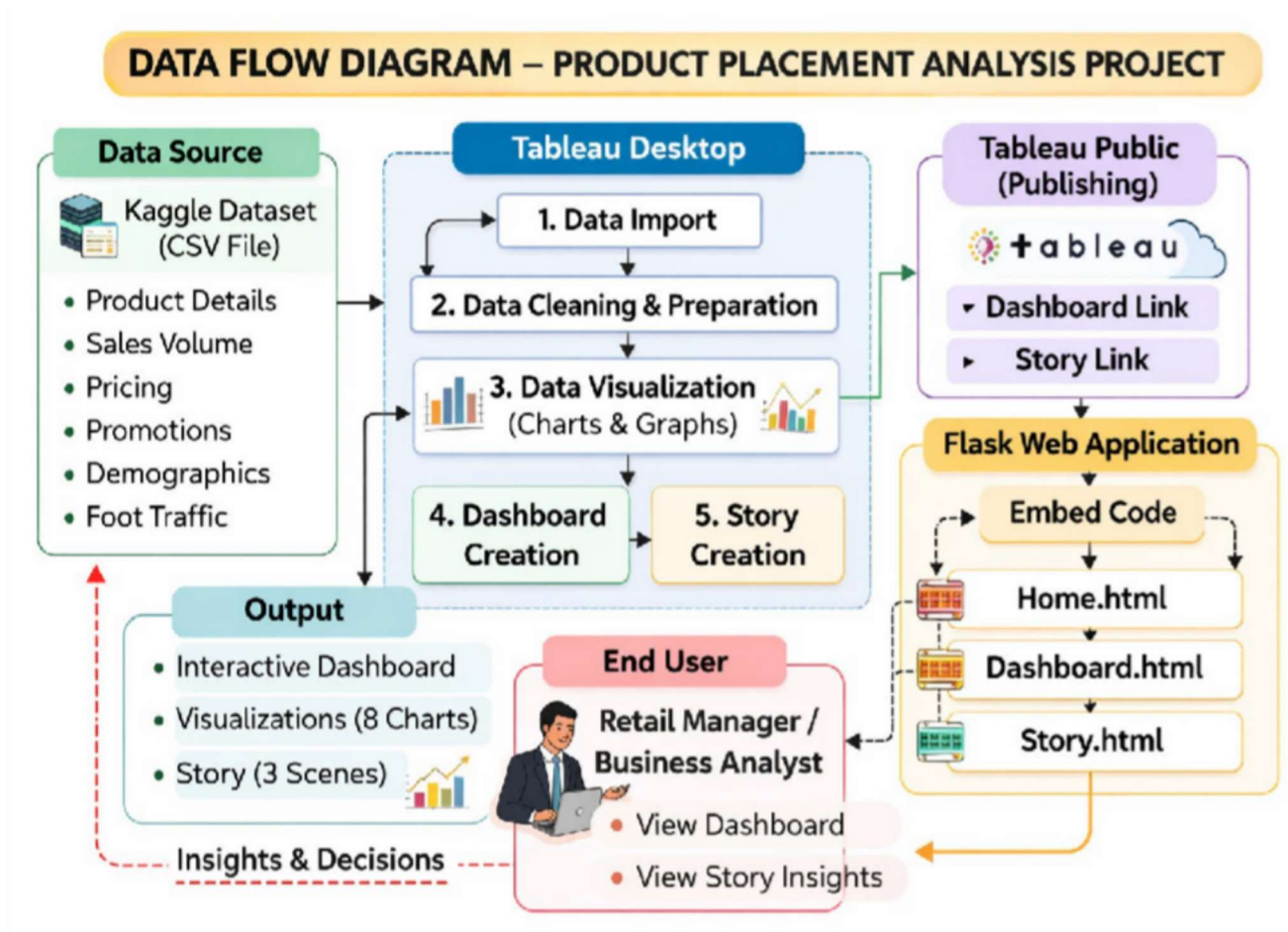# Data Flow Diagram (DFD) – Product Placement Analysis

Date: 31 January 2026

Team ID: LTVIP2026TMIDS78157

Project Name: Strategic Product Placement Analysis

Maximum Marks: 4

Data Flow Diagram Explanation

The above Data Flow Diagram represents the complete working process of the Product Placement Analysis Project. The project begins with collecting the dataset from Kaggle, which contains sales volume, product category, product position, pricing, promotions, foot traffic, and consumer demographics.

The dataset is imported into Tableau Desktop, where the data is cleaned and prepared for analysis. After preparation, multiple visualizations are created

such as bar charts, donut chart, bubble chart, stacked bar chart, and text table to understand how product placement influences sales.

Once the visualizations are created, they are combined into an interactive Dashboard and a Story (with multiple scenes) to represent key business insights in a structured manner.

After completing the dashboard and story, the workbook is published to Tableau Public, which generates shareable links and embed codes. These embed codes are integrated into a Flask Web Application using HTML templates such as dashboard.html and story.html.

Finally, the end user (Retail Manager / Business Analyst) accesses the dashboard and story through the Flask application interface to gain insights, monitor product performance, and make better business decisions for improving sales and revenue.