Problem Statement

Date: 31 January 2026

Team ID: LTVIP2026TMIDS78157

Project Name: Strategic Product Placement Analysis

Maximum Marks: 2

Problem Statement

Retail companies face high competition and must maximize sales revenue by improving product placement strategies. However, it is difficult to understand which product position (Aisle, End-cap, Front of Store) produces higher sales and which customer demographic contributes most to product purchases.

The company wants to analyze product positioning data, promotional activity, seasonal demand, competitor pricing, and consumer demographics to identify the best placement strategy that increases sales volume.

Objective

The main objective of this project is to analyze the relationship between product placement and sales performance using Tableau visualization and provide actionable recommendations for improving product positioning and marketing strategies.

Key Goals

Analyze average sales volume across different product categories.

Compare competitor price with actual product price.

Evaluate the impact of product position on sales.

Understand consumer demographics contribution to sales volume.

Study promotion impact on price and sales.

Measure the effect of seasonality on sales volume.

Identify how foot traffic affects product sales.

Build a Tableau Dashboard and Story for clear insights.

Deploy dashboard and story using Flask web application.

Expected Outcome

The project will help the retail company:

Improve store layout and shelf arrangement

Increase product visibility and customer engagement

Optimize promotion strategy for better sales

Increase overall revenue growth