

Problem Solution Fit – Product Placement Analysis

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Project Name: Strategic Product Placement Analysis

Problem

Retail companies struggle to understand which product positioning strategy drives higher sales due to large datasets and unclear patterns.

Solution

This project uses Tableau visualizations to analyze product placement strategies and identify which position gives higher sales volume.

Fit Justification

- Tableau provides clear and interactive insights.
- Dashboard helps decision-makers understand sales performance quickly.
- Story format provides step-by-step narrative explanation.
- Flask integration allows dashboard access through a web UI.

Expected Benefit

- Better product positioning decisions
- Improved promotion strategy
- Increased revenue and customer engagement