

Brain Storming

Date: 31 January 2026

Team ID: LTVIP2026TMIDS78157

Project Name: Strategic Product Placement Analysis

Maximum Marks: 4

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

Brainstorming Ideas

The retail industry highly depends on how products are positioned inside a store or on an online platform. Product placement strategies such as End-cap, Aisle, and Front of Store can directly influence customer attention, buying decisions, and overall sales performance.

This project focuses on analyzing sales volume based on product positioning, promotions, seasonal demand, customer demographics, and competitor pricing.

Key Questions to Analyze

- Which product category generates the highest average sales volume?
- Which product position (Aisle, End-cap, Front of Store) drives maximum sales?
- Which consumer demographic contributes more to sales volume?
- How does competitor pricing affect product pricing and sales?
- Does promotion increase sales volume?
- Does seasonality impact product category sales?
- Which foot traffic level (High/Medium/Low) produces better sales?

Visualizations Planned

- Bar Chart: Avg Sales Volume vs Product Category

- Dual Bar Chart: Competitor Price vs Price
- Stacked Bar Chart: Avg Sales Volume by Product Category by Season
- Stacked Bar Chart: Avg Sales Volume by Product Category by Product Position
- Donut Chart: Consumer Demographics vs Sales Volume
- Pie Chart: Product Category vs Price
- Bubble Chart: Foot Traffic by Avg Sales Volume
- Text Table: Promotion impact on Avg Price and Avg Sales Volume

Expected Insights

- Identify best product positioning strategy for maximum sales.
- Understand which customer group is most valuable.
- Evaluate impact of promotions and seasonal demand.
- Provide recommendations for store layout planning and marketing.

Tools Used

- Kaggle Dataset
- Tableau Desktop (Visualization + Dashboard + Story)
- Tableau Public (Publishing)
- Flask Web App (Embedding dashboard and story)