Technology Stack – Product Placement Analysis Project

Date: 31 January 2026

Team ID: LTVIP2026TMIDS78157

Project Name: Strategic Product Placement Analysis

Maximum Marks: 4

Tools and Technologies Used

1. **Dataset Source**

   o Kaggle (CSV dataset)

   o https://www.kaggle.com/datasets/amitvkulkarni/impact-of-product-positioning-on-sales

2. **Visualization Tool**

   o Tableau Desktop (Creating sheets, dashboard, story)

3. **Publishing Platform**

   o Tableau Public (Publishing dashboard and story)

4. **Backend Framework**

   o Flask (Python web framework)

5. **Frontend**

   o HTML, CSS (Web UI pages)

6. **Deployment**

   o Localhost deployment using Flask

   o Tableau Public online hosting for dashboard/story

Why Tableau?

- Easy drag-and-drop visualization

- Interactive dashboards and stories

- Supports filters and calculations

- Publishing support through Tableau Public

Why Flask?

- Simple and lightweight framework

- Easy to integrate Tableau embed code

- Works well for dashboard and story web hosting