Proposed Solution – Strategic Product Placement Analysis

Date: 1 February 2026

Team ID: LTVIP2026TMIDS78157

Project Name: Strategic Product Placement Analysis

Maximum Marks: 2

The proposed solution is to build an interactive Tableau Dashboard and Story to analyze product placement impact on sales volume.

The solution includes:

- Importing dataset into Tableau

- Data cleaning and preparation

- Creating multiple visualizations

- Designing a dashboard with filters

- Creating a story with 3 scenes

- Publishing dashboard and story on Tableau Public

- Embedding Tableau public links into Flask web application

This solution provides insights on:

- Best product category performance

- Best product position for maximum sales

- Demographic impact on sales

- Foot traffic influence

- Promotion effect on sales and price

- Competitor pricing comparison