Project Planning – Product Placement Analysis

Date: 3 February 2026

Team ID: LTVIP2026TMIDS78157

Project Name: Strategic Product Placement Analysis

Maximum Marks: 8

Project Timeline Plan

Phase 1: Data Collection

- Download dataset from Kaggle
- Load into Tableau Desktop

Phase 2: Data Preparation

- Check missing values
- Correct data types
- Prepare dataset for visualization

Phase 3: Visualization Creation

- Create required 8 sheets:
    - Avg Sales Volume vs Category
    - Competitor Price vs Price
    - Sales Volume by Category by Position
    - Demographics vs Sales Volume
    - Category vs Price
    - Sales Volume by Category by Season
    - Foot Traffic by Sales Volume
    - Promotion Impact Table

Phase 4: Dashboard and Story

- Combine all sheets into dashboard

- Add filters and formatting
- Create story with 3 scenes

Phase 5: Publishing

- Publish dashboard and story on Tableau Public
- Copy embed code

Phase 6: Web Integration

- Create Flask project
- Embed dashboard and story in HTML templates
- Run application and verify

Phase 7: Documentation and Video

- Prepare documentation
- Record project demonstration video

Resources Required

- Tableau Desktop
- Tableau Public account
- Python + Flask
- Laptop with internet connection