

8. ADVANTAGES & DISADVANTAGES

Advantages

- Provides clear insights into the impact of product placement on sales performance.
- Helps businesses make data-driven decisions for store layout optimization.
- Interactive dashboards improve understanding through visual representation.
- Easy integration with a Bootstrap website makes it accessible and user-friendly.
- Supports strategic planning by identifying high-performing placement areas.

Disadvantages

- Analysis depends on the accuracy and completeness of the dataset.
- Limited to historical data; may not predict future trends accurately without advanced models.
- External factors like seasonal demand or competitor strategies may not be fully considered.
- Requires technical knowledge of Tableau and web integration.

9. CONCLUSION

The Strategic Product Placement Analysis project successfully demonstrates how data visualization and analytical tools can be used to evaluate retail placement strategies. By analyzing sales data and developing interactive dashboards in Tableau, the project identifies trends, patterns, and high-performing placement types. The integration of dashboards into a Bootstrap website enhances accessibility and presentation. Overall, the project highlights the importance of data-driven decision-making in improving sales performance and business strategy.

10. FUTURE SCOPE

- Implementation of predictive analytics using machine learning models.
- Real-time data integration for continuous monitoring of sales performance.
- Expansion of analysis to include customer demographics and buying behavior.
- Integration with inventory management systems for automated recommendations.

- Development of a fully dynamic web application with advanced analytics features.