

Project Design Phase
Proposed Solution Template

Date	14 June 2025
Team ID	LTVIP2025TMID47517
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Retail and consumer goods companies face difficulty understanding how in-store product placement, promotions, and customer demographics influence sales. Without proper visual tools, decisions are often based on assumptions, leading to suboptimal sales and targeting.
2.	Idea / Solution description	We propose an interactive Tableau dashboard that uses sales data and store metadata (traffic, placement, demographics) to visually analyze the performance of product categories. It allows filtering and comparison of key variables to help businesses make data-driven decisions on product placement and promotions.
3.	Novelty / Uniqueness	This solution integrates multiple dimensions (placement, price gaps, demographics, seasonal demand, promotions) in one visual platform using Tableau , making insights accessible even to non-technical users. Unlike static reports, it provides real-time interactivity and deeper drill-down capability
4.	Social Impact / Customer Satisfaction	Better product placement and targeting based on real customer behavior leads to more personalized shopping experiences, reduced wastage, optimized shelf space, and improved satisfaction. It empowers businesses to align with consumer preferences more responsibly.
5.	Business Model (Revenue Model)	This is a B2B data consulting tool . The solution can be monetized by offering it as a dashboard-as-a-service to retailers, marketing agencies, and product brands, charging via subscriptions or per-project analysis services
6.	Scalability of the Solution	The dashboard can be easily scaled to include more branches, product lines, time periods, or integrate real-time data sources (like APIs or POS systems). It is also portable to cloud-based Tableau for broader enterprise use.