

# Technology Stack – Product Placement Analysis Project

**Date:** 31 January 2026

**Team ID:** LTVIP2026TMIDS24920

**Project Name:** Strategic Product Placement Analysis

**Maximum Marks:** 4

## Tools and Technologies Used

### 1. Dataset Source

- Kaggle (CSV dataset)
- <https://www.kaggle.com/datasets/amitvkulkarni/impact-of-product-positioning-on-sales>

### 2. Visualization Tool

- Tableau Desktop (Creating sheets, dashboard, story)

### 3. Publishing Platform

- Tableau Public (Publishing dashboard and story)

### 4. Backend Framework

- Flask (Python web framework)

### 5. Frontend

- HTML, CSS (Web UI pages)

### 6. Deployment

- Localhost deployment using Flask
- 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