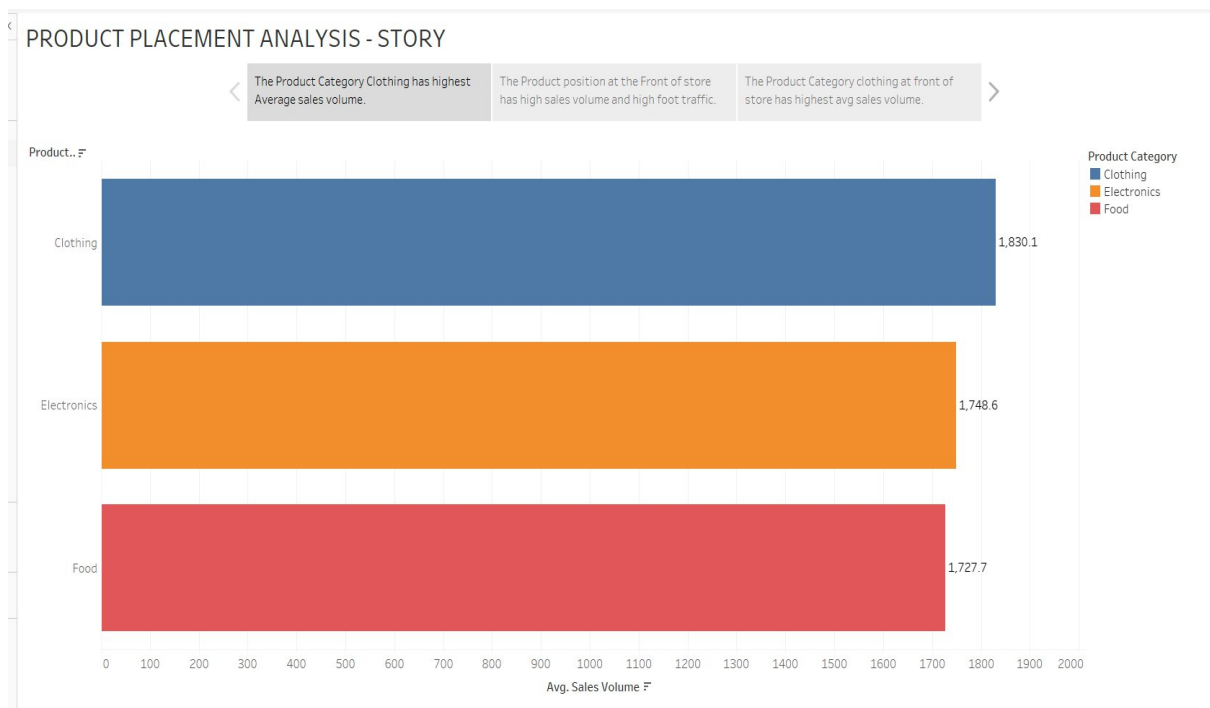# STORY

Story Description

A Tableau Story titled **"Product Placement Analysis Story"** was created with multiple story points to explain insights step-by-step. The story helps understand:

- which category performs best,
- which position is most effective,
- which placement strategy gives maximum sales.
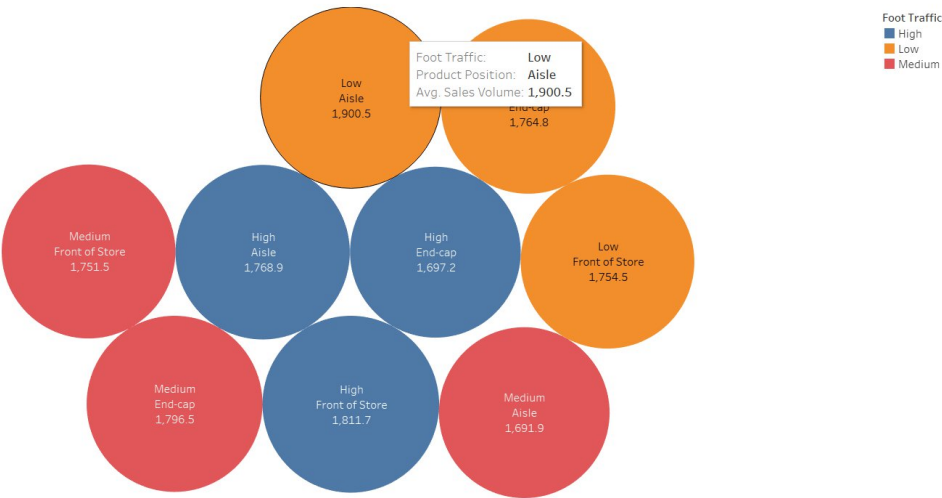
PRODUCT PLACEMENT ANALYSIS - STORY

Low
Aisle
1,900.5

Foot Traffic: Low
Product Position: Aisle
Avg. Sales Volume: 1,900.5

End-cap
1,764.8

Medium
Front of Store
1,751.5

High
Aisle
1,768.9

High
End-cap
1,697.2

Low
Front of Store
1,754.5

Medium
End-cap
1,796.5

High
Front of Store
1,811.7

Medium
Aisle
1,691.9

Foot Traffic
- High
- Low
- Medium

PRODUCT PLACEMENT ANALYSIS - STORY

| Clothing Front of Store 1,923.7 | Clothing Aisle 1,832.8 | Clothing End-cap 1,749.3 | Food End-cap 1,790.3 | Food Aisle 1,728.2 |
| Electronics Aisle 1,780.9 | Electronics Front of Store 1,734.2 | Electronics End-cap 1,728.8 | Food Front of Store 1,672.7 | |

Avg. Sales Volume
1,672.7   1,923.7