

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/amitykulkarni/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