Customer Journey Map – Product Placement Analysis Project

Persona:

Retail Store Manager / Marketing Analyst

Stage 1: Data Collection

Customer Action: Collects sales, placement, promotions, and demographic data.
Thoughts: "We need accurate data to identify best product placement."
Pain Point: Data is large and difficult to interpret manually.
Opportunity: Use Tableau for faster data analysis.

Stage 2: Data Preparation

Customer Action: Cleans data and checks missing values.
Thoughts: "Dataset should be structured properly for visualization."
Pain Point: Data type mismatch and errors.
Opportunity: Use Tableau data preparation tools.

Stage 3: Data Visualization

Customer Action: Creates charts (bar, pie, bubble, donut, stacked bar).
Thoughts: "Which placement strategy gives maximum sales?"
Pain Point: Confusing patterns without visualization.
Opportunity: Interactive graphs help decision-making.

Stage 4: Dashboard and Story Creation

Customer Action: Combines visualizations into a dashboard and story.
Thoughts: "This dashboard should be easy to understand."
Pain Point: Hard to represent all insights in one page.
Opportunity: Tableau dashboard and story features help.

Stage 5: Insights and Decision Making

Customer Action: Uses dashboard insights to optimize store placement.
Thoughts: "We should place high-performing products at the front."
Pain Point: Wrong placement reduces sales.
Opportunity: Data-driven placement increases revenue.

Stage 6: Implementation and Monitoring

Customer Action: Applies new product placement strategy and monitors results.
Thoughts: "Sales should increase with better placement."
Pain Point: Need continuous monitoring.
Opportunity: Dashboard provides real-time tracking.