

# Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

## Introduction

This document presents the key business questions addressed in the project along with the Tableau visualizations created to answer them. The goal is to understand how product placement, pricing, promotions, consumer demographics, seasonal demand, and foot traffic impact sales volume. These insights help retail businesses optimize product positioning strategies to maximize revenue.

## Business Question 1

**Which product category has the highest average sales volume?**

### Business Need

Retailers need to identify which product category generates maximum sales volume. This helps them allocate better shelf space and marketing budget.

### Visualization Used

**Bar Chart – Avg Sales Volume vs Product Category**

### Observation

From the visualization, the **Clothing** category shows the highest average sales volume compared to Electronics and Food.

### Business Insight

The Clothing category performs best in terms of sales volume, indicating higher consumer demand.

### Recommendation

Retailers should prioritize Clothing products in high visibility store areas and increase promotions for this category.



## Business Question 2

How does competitor pricing compare with our product pricing?

### Business Need

Understanding competitor pricing helps companies adjust pricing strategies to remain competitive.

### Visualization Used

Dual Axis Bar Chart – Competitor Price vs Price

### Observation

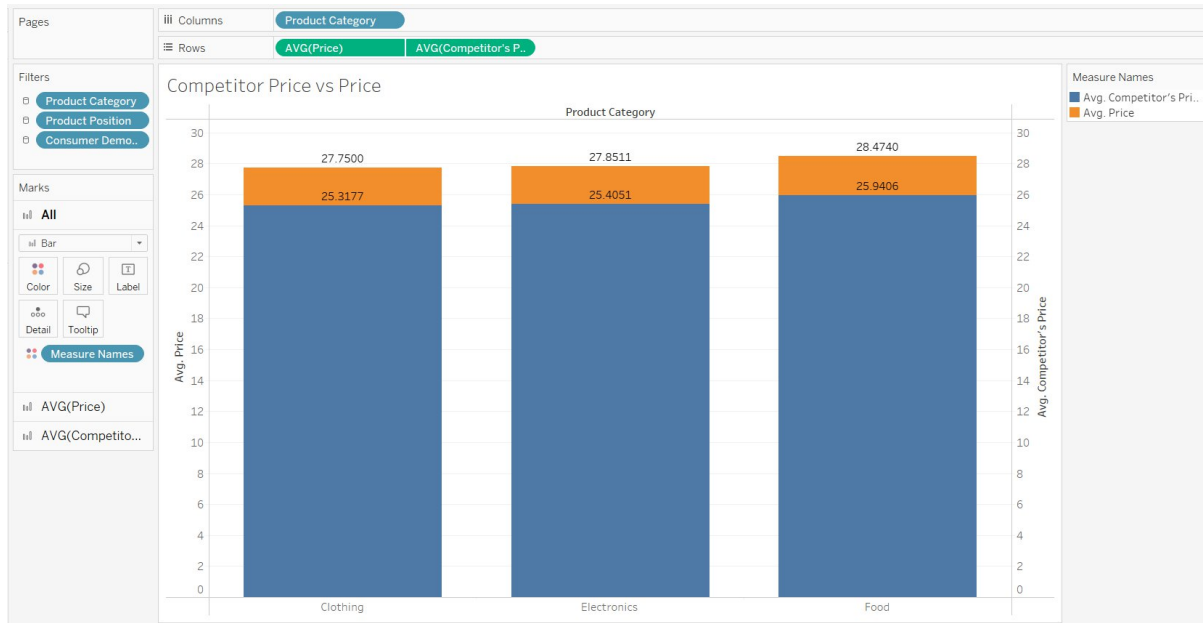
Competitor prices are consistently slightly higher than the company's product prices in all categories.

### Business Insight

The company is competitively priced, which can help attract more customers.

### Recommendation

Maintain competitive pricing and provide targeted discounts for categories where competitor pricing is much higher.



### Business Question 3

Which product position generates higher average sales volume for each category?

### Business Need

Retailers must decide the best store position (Aisle, End-cap, Front of Store) for maximum sales.

### Visualization Used

Stacked Bar Chart – Avg Sales Volume by Product Category by Product Position

### Observation

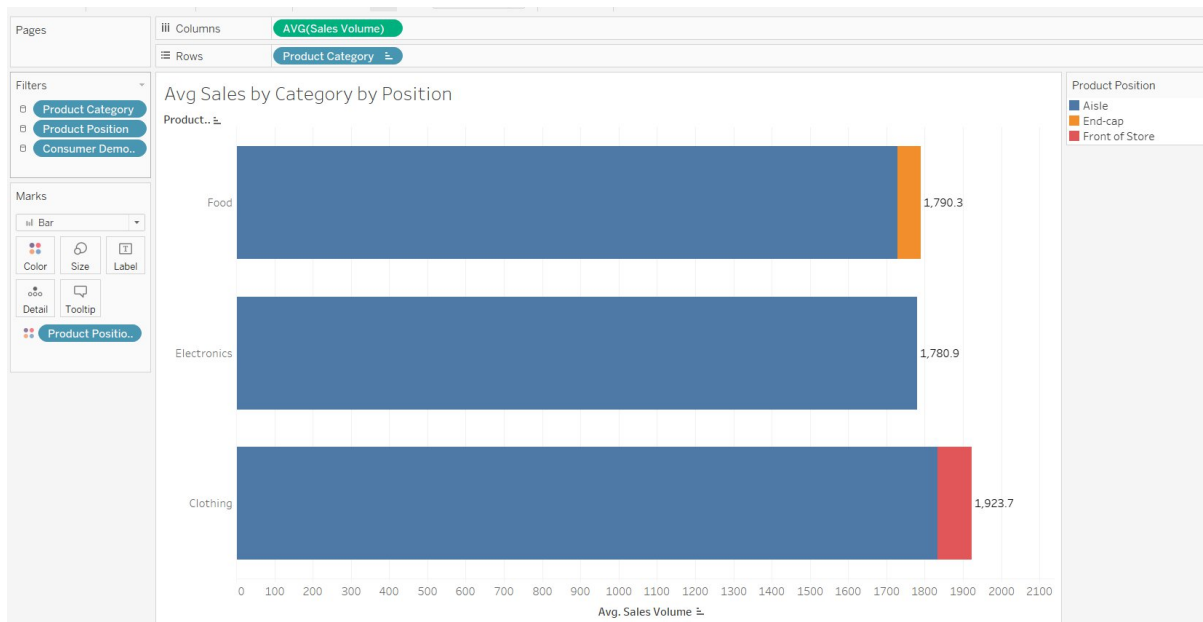
For most categories, the **Front of Store** and **End-cap** positions show higher average sales compared to Aisle.

### Business Insight

Products placed in high-visibility areas result in higher sales.

### Recommendation

Place high-demand products in Front of Store and End-cap areas for better revenue generation.



## Business Question 4

Which consumer demographic group contributes the most to sales volume?

### Business Need

Understanding which demographic group purchases more helps businesses design targeted marketing campaigns.

### Visualization Used

#### Donut Chart – Consumer Demographics vs Sales Volume

### Observation

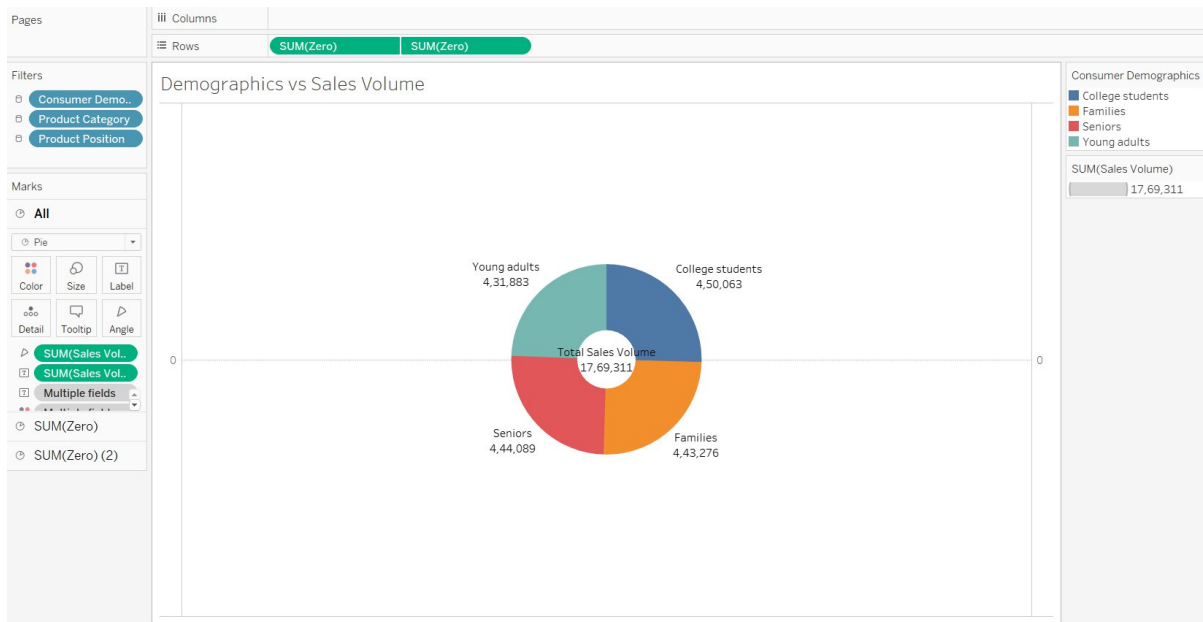
The visualization shows that **College Students** and **Families** contribute significantly to sales volume.

### Business Insight

Young consumers and families are key buyers in the market.

### Recommendation

Run customized promotions and advertisements targeting families and young adults to increase engagement.



## Business Question 5

**What is the average price distribution across product categories?**

### Business Need

Retailers must know which product category is priced higher or lower to plan marketing and promotional strategies.

### Visualization Used

#### Pie Chart – Product Category vs Price

#### Observation

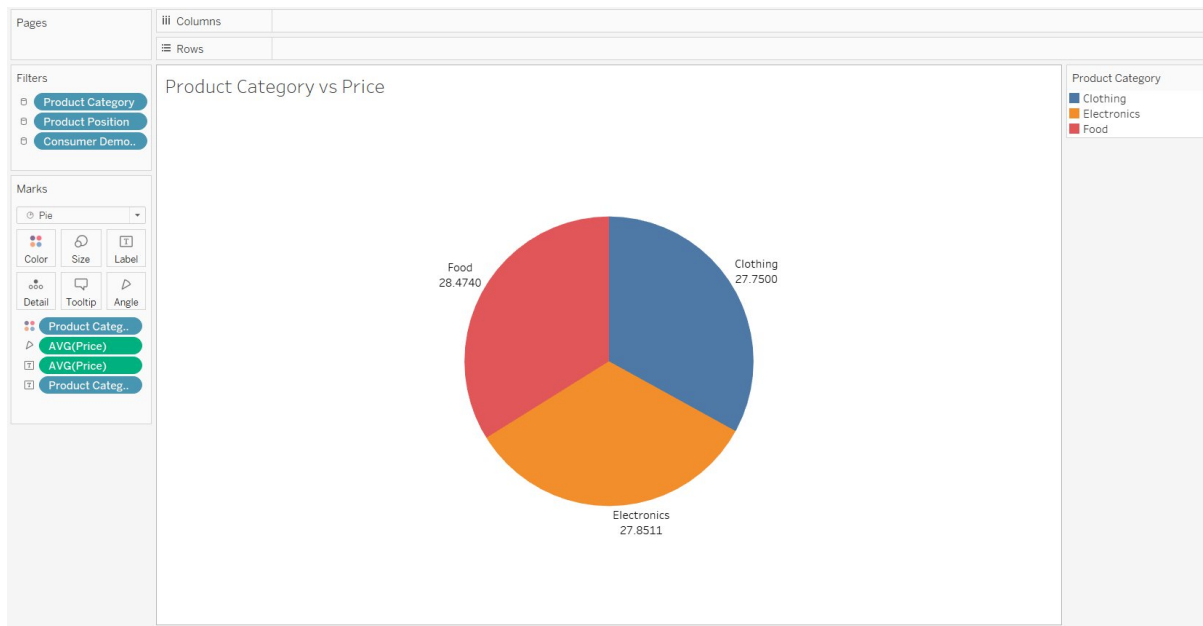
Food products have slightly higher average price compared to Clothing and Electronics.

#### Business Insight

Food products may have higher pricing due to demand and supply factors.

#### Recommendation

Maintain balanced pricing for Food products and provide periodic discounts to attract more customers.



## Business Question 6

**How does seasonality affect average sales volume across categories?**

### Business Need

Retailers need to understand seasonal demand to manage inventory and plan promotions.

### Visualization Used

**Stacked Bar Chart – Avg Sales Volume by Product Category by Season**

### Observation

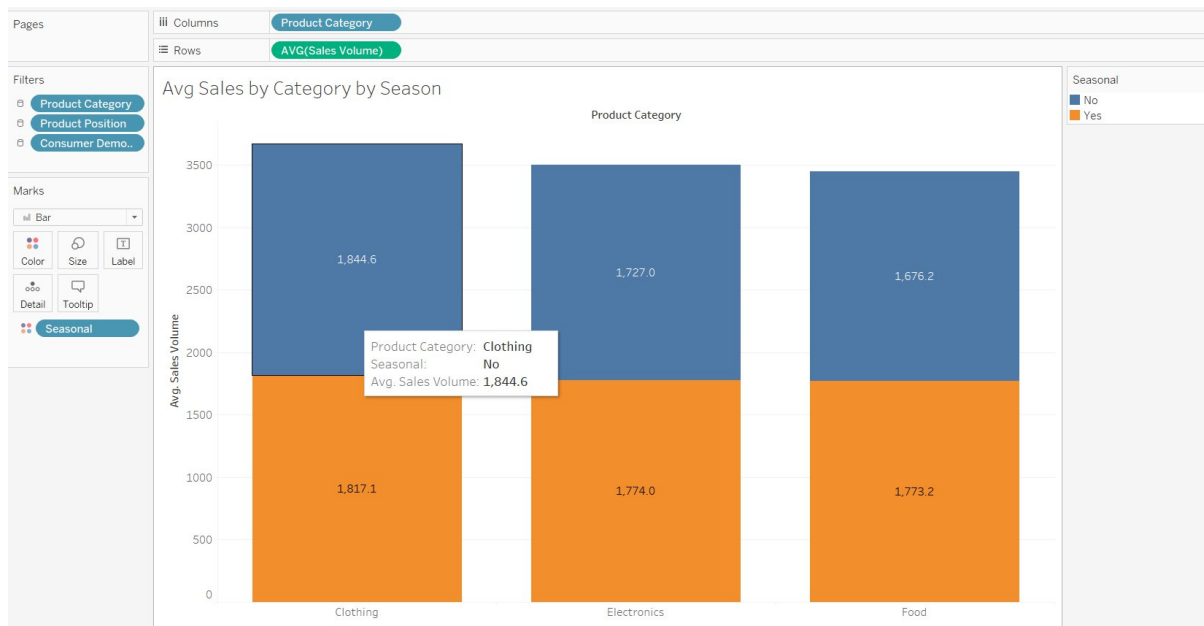
Seasonal products show higher sales volume compared to non-seasonal products.

### Business Insight

Seasonal demand has a strong impact on sales volume.

### Recommendation

Increase stock availability and promotions during seasonal periods to maximize revenue.



## Business Question 7

How does foot traffic influence sales volume in different product positions?

### Business Need

Retailers need to understand if high foot traffic areas increase product sales.

### Visualization Used

#### Bubble Chart – Foot Traffic by Avg Sales Volume

### Observation

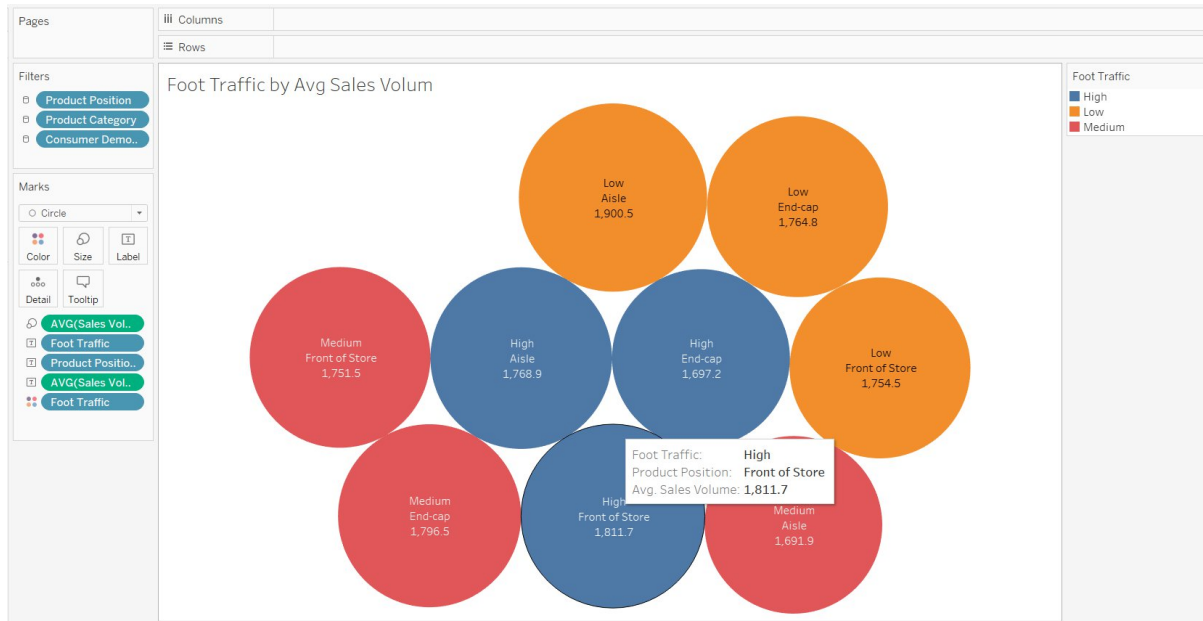
High foot traffic locations generate higher sales volume, especially for products placed at the Front of Store and End-cap.

### Business Insight

Foot traffic is a major factor influencing product sales.

### Recommendation

Place high profit margin products in high foot traffic zones to increase sales and revenue.



## Business Question 8

How do promotions impact price and sales volume across categories?

### Business Need

Retailers want to know if promotions increase sales and how they affect pricing.

### Visualization Used

Text Table - Promotion Impact Table (Avg Price & Avg Sales Volume)

### Observation

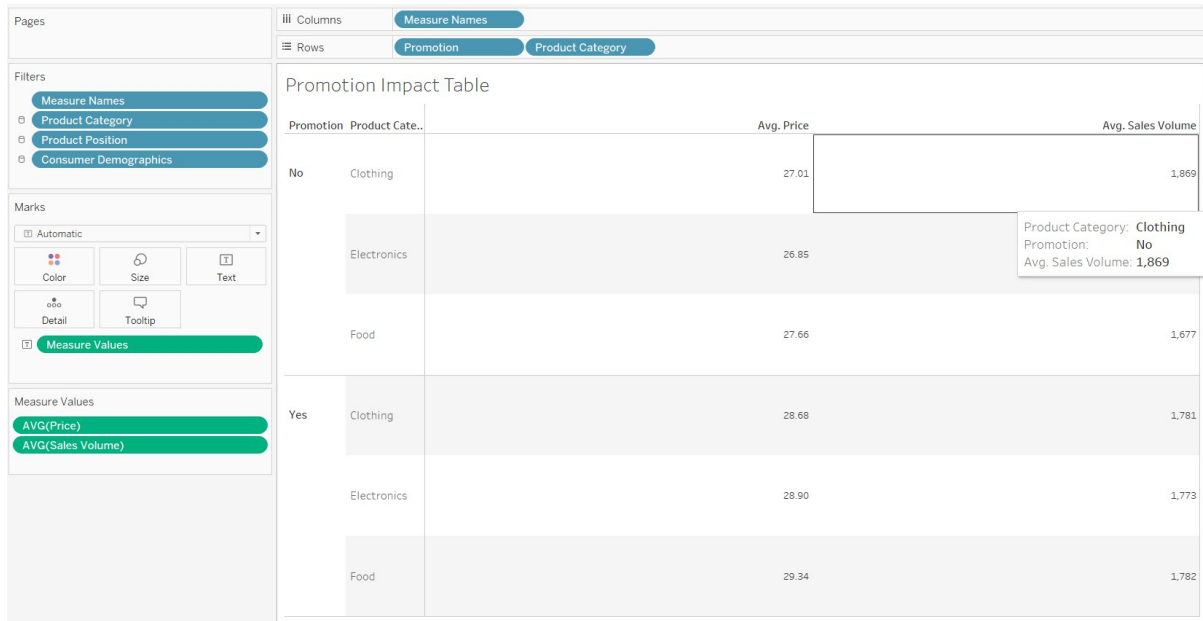
Products with promotions show increased sales volume compared to products without promotions.

### Business Insight

Promotions play an important role in increasing sales volume.

### Recommendation

Introduce promotional campaigns frequently, especially for Electronics and Food categories to boost sales.



## Final Dashboard Business Summary

How can all insights be combined into one view for decision making?

### Business Need

Retail managers need a single dashboard view to analyze all product placement factors quickly.

### Visualization Used

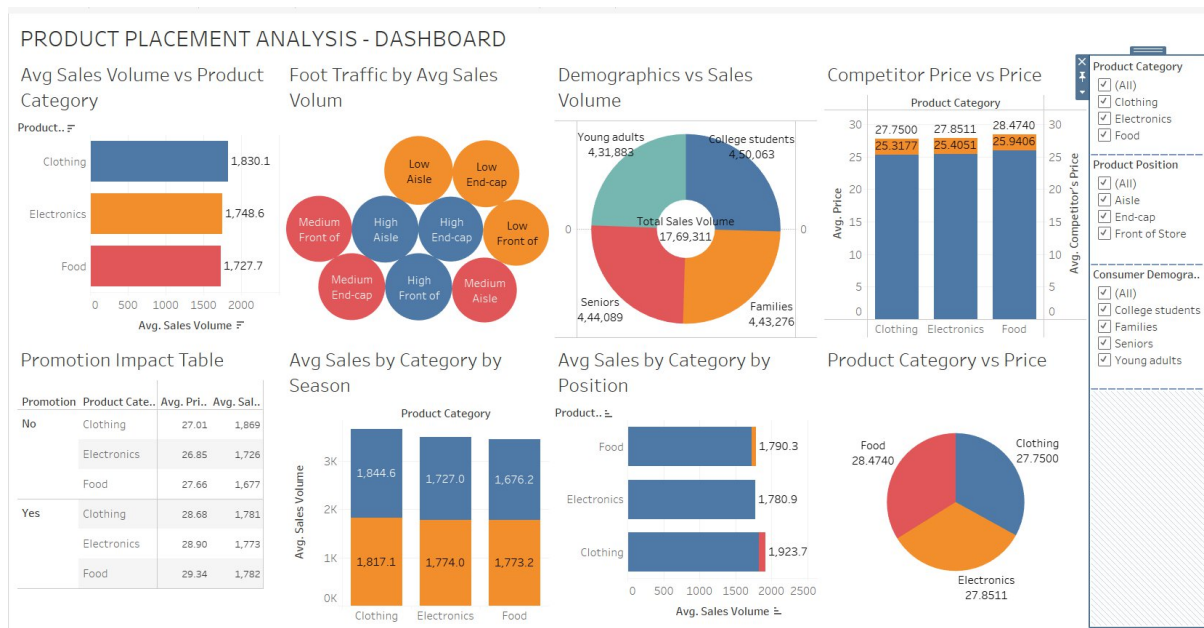
#### Tableau Interactive Dashboard

#### Dashboard Includes

- Avg Sales Volume by Category
- Competitor Price vs Price
- Demographics Contribution
- Foot Traffic Impact
- Product Position vs Sales
- Seasonal Sales Analysis
- Promotion Impact Table

### Business Insight

The dashboard provides a complete interactive analysis of sales and product positioning.



## Final Story Business Summary

How can insights be presented step-by-step for easy understanding?

### Business Need

Businesses require a story-based explanation to present insights clearly.

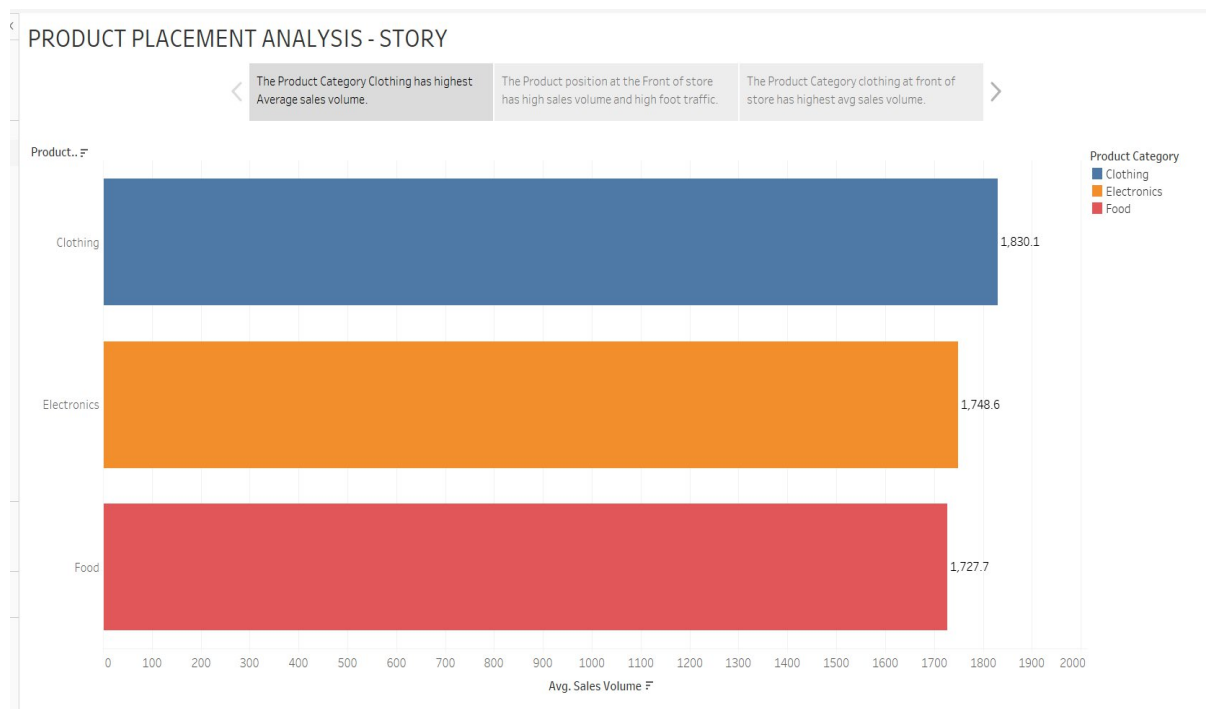
### Visualization Used

### Tableau Story

### Observation

The story highlights key findings such as:

- Clothing category has highest sales volume.
- Front of Store placement performs best.
- High foot traffic increases sales.
- Promotions increase sales volume.



## Conclusion

This document successfully answers key business questions related to product positioning and sales performance. The Tableau dashboard and story provide actionable insights that help retailers optimize placement strategies, improve customer targeting, and maximize revenue growth.

## Key Recommendations

- Prioritize high performing categories like Clothing.
- Place products in Front of Store and End-cap areas for better sales.
- Focus marketing campaigns on Families and College Students.
- Use promotions strategically to increase sales volume.
- Increase stock and marketing during seasonal demand periods.
- Utilize high foot traffic areas for high profit products.