

Proposed Solution – Strategic Product Placement Analysis

Date: 1 February 2026

Team ID: LTVIP2026TMIDS24920

Project Name: Strategic Product Placement Analysis

Maximum Marks: 2

The proposed solution is to build an interactive Tableau Dashboard and Story to analyze product placement impact on sales volume.

The solution includes:

- Importing dataset into Tableau
- Data cleaning and preparation
- Creating multiple visualizations
- Designing a dashboard with filters
- Creating a story with 3 scenes
- Publishing dashboard and story on Tableau Public
- Embedding Tableau public links into Flask web application

This solution provides insights on:

- Best product category performance
- Best product position for maximum sales
- Demographic impact on sales
- Foot traffic influence
- Promotion effect on sales and price
- Competitor pricing comparison