

Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

1. Introduction

Strategic product placement is a marketing technique where products are positioned in specific locations to maximize visibility and influence customer purchasing behavior. Businesses use data analytics tools like Tableau to analyze how product placement affects sales performance.

2. Objectives of the Study

- Analyze relationship between placement and sales
- Identify high-performing product positions
- Evaluate seasonal and regional trends
- Create interactive Tableau dashboards
- Provide data-driven recommendations

3. Data Description

Dataset includes Product ID, Category, Placement Type, Region, Sales Revenue, Quantity Sold, Date, Discount Offered, and Customer Segment.

4. Methodology

Step 1: Data Cleaning and Preparation

Step 2: Import Data into Tableau

Step 3: Create Dashboards including Sales by Placement, Regional Map, Monthly Trends, Heatmaps, and KPI Dashboard.

5. Key Visualizations Used

Bar Charts, Line Charts, Pie Charts, Heatmaps, Geographic Maps, KPI Cards, Filters and Parameters.

6. Analysis & Insights

Front shelf and end cap placements generated higher sales. Online featured placements increased conversion rates. Seasonal promotions boosted performance. Certain categories performed better near checkout counters.

7. Business Impact

Helps optimize store layouts, improve online positioning, increase revenue, and support data-driven decisions.

8. Recommendations

Allocate premium space to high-margin products, rotate placements seasonally, use customer segmentation, and monitor dashboards regularly.

9. Conclusion

Strategic product placement significantly influences sales performance. Tableau visualization helps uncover insights and improve profitability.