Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

Abstract

This project analyzes the impact of strategic product placement on sales performance using Tableau visualizations. It focuses on understanding how shelf position, store zones, and visibility influence customer purchasing behavior and overall revenue.

Introduction

Product placement plays a key role in retail success. Strategic placement such as eye-level shelves and end-cap displays can significantly increase sales. This project uses data analytics and Tableau dashboards to evaluate placement effectiveness.

Problem Statement

How does product placement within a store affect sales, profit, and customer purchasing behavior?

Dataset Description

The dataset includes Order ID, Order Date, Store/Region, Product Category, Product Name, Placement Type, Store Zone, Sales, Quantity Sold, and Profit.

Tools & Technologies

Tableau, Microsoft Excel/CSV, and GitHub were used for visualization, data preparation, and project hosting.

Methodology

Data cleaning, calculated fields, placement-wise comparison, and interactive Tableau dashboards were used to analyze sales impact.

Key Insights

Eye-level and end-cap placements generate higher sales. Checkout zones boost impulse purchases. Poor placement reduces sales despite product quality.

Business Recommendations

Use eye-level shelves for high-margin products, end-caps for promotions, and checkout zones for impulse items.

Conclusion

The project shows how Tableau-based visual analytics can help retailers make data-driven product placement decisions to maximize revenue.