Milestone1:Data Collection and Extraction of Data

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes, and generate insights from the data.

Activity 1: Collect the dataset

Please use the link to download the dataset:

https://www.kaggle.com/datasets/amitvkulkarni/impact-of-product-positioning-on-sales

Activity 2:Understanding the Data

The dataset includes information on sales data, product positioning, and consumer behavior metrics. It contains variables such as product placement (endcap, aisle, shelf), sales revenue, customer demographics, product attributes, and promotional activities. The dataset covers a range of products and periods, allowing for a comprehensive analysis of the impact of product positioning on sales and consumer behavior.

1. Product ID: A unique identifier assigned to each product in the dataset.
2. Product Position: The relative placement or ranking of the product within its category(endcap, aisle, shelf)of the market.
3. Price: The selling price of the product.
4. Competitor's Price: The price at which competitors are selling a similar product.
5. Promotion: Any special offers, discounts, or promotions associated with the product.
6. Foot Traffic: The volume of people passing by or visiting the location where the product is sold.
7. Consumer Demographics: Characteristics and traits of the target audience (Families, Seniors, Young adults, and College students) or consumers purchasing the product.
8. Product Category: The broad category or type of product to which it belongs.
9. Seasonal: Indicates whether the product is seasonal or not seasonal.
10. Sales Volume: The quantity of units sold for the product over a specific period.

Activity 3: Connecting the dataset with Tableau

To visualize the dataset in Tableau, import the dataset file into Tableau Desktop. Then, link the relevant columns to Tableau's data fields to create visualizations and analyze the data effectively.

ReferenceVideo:
https://drive.google.com/file/d/1cS7Ork8XG7c_RjdmMW_EwZqQj6cwgn9x/view?usp=sharing