Project Dashboard and Story

Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

1. Dashboard Overview

The project dashboard provides an interactive analytical platform to evaluate how product placement influences sales performance across retail environments.
The dashboard integrates sales, product positioning, and customer behavior data to generate actionable insights for merchandising decisions.
It enables dynamic filtering, real-time monitoring, and visual exploration of placement effectiveness.

2. Purpose of the Dashboard

• Monitor sales performance by placement position
• Identify high-performing shelf zones
• Measure promotional placement effectiveness
• Understand customer response to product visibility
• Compare placement performance across stores

3. Dashboard Components

Executive Summary Panel:
• Total sales revenue
• Sales growth rate
• Top-performing product category
• Best-performing shelf position
• Placement effectiveness score

Sales Performance by Placement:
• Sales comparison by shelf level
• Store layout heatmap
• Time-based sales trend by placement

Product Category Performance:
• Category-wise revenue comparison
• Placement effectiveness score by category
• Conversion rate by display type

Promotional Placement Analysis:
• Pre-promotion vs post-promotion sales
• Sales uplift percentage
• Campaign performance ranking

Customer Behavior Insights:
• Purchase frequency by placement
• Customer segment preferences
• Conversion probability by visibility

Store-Level Comparison:

• Regional performance map
• Store comparison charts
• Placement effectiveness index

4. Dashboard Interactivity

• Filter by store location
• Filter by product category
• Time period selection
• Promotion type selection
• Shelf position filtering
• Drill-down analysis
• Dynamic tooltips

5. Project Story (Narrative Presentation)

Stage 1: Business context and importance of product placement
Stage 2: Overall sales trends and performance
Stage 3: Placement effectiveness comparison
Stage 4: Category-level placement insights
Stage 5: Promotional impact analysis
Stage 6: Customer behavior patterns
Stage 7: Store performance comparison
Stage 8: Strategic recommendations for optimization

6. Dashboard Outcomes

• Identification of optimal placement strategies
• Improved sales performance
• Better promotional planning
• Continuous performance monitoring
• Data-driven merchandising decisions

7. Internship Learning Outcome

• Experience in data integration and preparation
• KPI development and performance measurement
• Business intelligence dashboard design
• Analytical interpretation of sales data
• Decision-support reporting