

PROJECT REPORT Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

Abstract

This project focuses on analyzing how strategic product placement impacts sales performance using Tableau visualization. Businesses collect large volumes of sales and customer data, but without proper visualization, it is difficult to extract meaningful insights. Tableau helps convert raw data into interactive dashboards that reveal patterns, trends, and performance indicators. This project demonstrates how businesses can use Tableau to optimize product placement, improve customer experience, and increase sales revenue.

Objectives

- To understand the concept of strategic product placement.
- To analyze sales performance using Tableau visualization.
- To identify high-performing product locations.
- To improve decision-making using data-driven insights.
- To enhance overall business efficiency and profitability.

Scope of the Project

This project is useful for retail stores, supermarkets, and manufacturing companies. It helps managers understand customer buying behavior, improve store layout, and optimize product positioning. Tableau dashboards provide real-time insights that support strategic planning and forecasting.

Methodology

- Data Collection: Gather sales, product, and store location data.
- Data Preparation: Clean and organize data for analysis.
- Data Import: Load data into Tableau software.
- Dashboard Creation: Create charts, graphs, and dashboards.
- Analysis: Identify trends, patterns, and performance insights.
- Interpretation: Use insights to improve product placement strategies.

Tools Used

- Tableau Desktop
- Microsoft Excel (for data preparation)
- Computer System

- Sample Sales Dataset

Analysis Performed

- Sales by product category
- Sales by store location
- Customer purchasing patterns
- High-performing and low-performing products
- Impact of product placement on sales performance

Benefits

- Improves product visibility
- Increases sales and revenue
- Enhances decision-making
- Improves store layout efficiency
- Supports business growth

Conclusion

Strategic product placement analysis using Tableau helps businesses understand sales performance and customer behavior. Tableau dashboards provide interactive visual insights that support better decision-making. This project demonstrates how data visualization can improve product placement strategies, increase sales, and enhance overall business performance.