

# **Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization**

## **1. Project Objective**

To analyze how product placement impacts sales performance and present insights using interactive Tableau dashboards that support data-driven retail decisions.

## **2. Business Problem Statement**

Retailers invest in strategic product placement, but it is unclear which placements truly increase sales, what the measurable uplift is, and whether impact varies by region, category, or season.

## **3. Data Requirements**

Sales Data: Transaction ID, Date, Store ID, Product ID, Category, Units Sold, Revenue, Discount, Promotion Indicator.

Product Placement Data: Shelf Position, Store Section, Display Type, Placement Dates.

Store Data: Location, Store Size, Store Type.

Product Data: Product Name, Brand, Category, Price, Margin.

## **4. Key Performance Indicators (KPIs)**

Total Revenue, Units Sold, Average Sales per Store, Sales Growth %, Sales Uplift, Conversion Rate, Profit Margin, Sales by Placement Type.

## **5. Analytical Approach**

Data Cleaning & Preparation: Remove duplicates, handle missing values, create calculated fields.

Comparative Analysis: Placement impact, regional performance, category sensitivity.

## **6. Tableau Dashboard Requirements**

Executive Overview Dashboard: KPI cards, sales trend, filters.  
Placement Performance Dashboard: Bar charts, heatmaps.  
Before vs After Dashboard: Time-series comparison, uplift visualization.  
Category & Profit Dashboard: Scatter plots and profit analysis.

## 7. Advanced Analysis (Optional)

A/B testing, regression analysis, forecasting, basket analysis.

## 8. Expected Outcomes

Identify profitable placements, quantify uplift %, recommend optimal placement strategy, improve ROI.

## 9. Tools & Technologies

Tableau Desktop/Public, Excel/CSV/SQL, Optional Python/R.

## 10. Deliverables

Clean dataset, Tableau workbook, dashboards, insight report, business recommendations summary.