Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

1. Data Collection Layer

Data Sources: POS Systems, ERP Systems, Store Layout Systems, CRM Systems.
Data Formats: CSV, Excel, SQL Databases, Cloud Databases.

2. Data Storage Layer

Relational Databases: MySQL, PostgreSQL, Microsoft SQL Server.
Cloud Data Warehouses: Amazon Redshift, Google BigQuery, Snowflake.

3. Data Processing & Preparation

ETL Tools: Microsoft Excel, Alteryx, Talend, Apache Spark.
Programming Languages: Python, R.
Libraries: Pandas, NumPy, Scikit-learn.

4. Data Visualization & BI Layer

Primary Tools: Tableau Desktop, Tableau Public.
Features: Dashboards, Calculated Fields, Parameters, Filters, Forecasting, Trend Analysis.

5. Advanced Analytics (Optional)

Regression Modeling, A/B Testing, Predictive Forecasting, Basket Analysis.

6. Deployment & Sharing

Tableau Server, Tableau Online, PDF Reports, PowerPoint Reports.

7. Version Control & Collaboration

GitHub, Jupyter Notebook.