

Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

Primary Problem Statement

Retail businesses struggle to determine how product placement within stores influences sales performance. Without data-driven visualization and analysis, decisions about shelf positioning, promotional displays, and store layout are often based on intuition rather than measurable insights.

Secondary Problem Statements

- Lack of visibility into how product positioning (eye-level shelves, end caps, checkout counters) affects purchasing behavior.
- Inefficient store layout decisions due to lack of historical sales data analysis.
- Difficulty in measuring the impact of promotional placements versus regular shelf placements.
- Data fragmentation between sales, inventory, and store layout systems.
- Limited real-time monitoring through interactive dashboards.
- Unclear correlation between customer traffic flow and product sales.
- Lack of advanced visualization tools for trend and performance analysis.

Analytical Objective

To leverage Tableau visualization tools to analyze sales data and store layout information in order to identify high-performing placement zones, compare promotional versus regular shelf performance, optimize store layout strategies, and increase overall sales and profitability.