

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.