

Ideation Phase

Define the problem statements

Project Name:

About strategic product placement analysis: unveiling sales impact with tableau.

Date	25 June 2025
Team ID	LTVIP2025TMID49251
Project Name	Strategic Product Placement Analysis: Unveiling sales impact with Tableau
Maximum Marks	2 Marks

Customer problem statement template:

In the highly competitive retail environment, the way products are placed within stores significantly influences customer behavior and sales outcomes. Despite this, many businesses still rely on assumptions or manual methods to determine optimal placement strategies. This leads to inconsistent performance, underutilized shelf space, and missed revenue opportunities.

The core problem is the lack of a data-driven approach to understanding how product placement impacts sales across different zones, shelf levels, and time periods. Raw sales data is often available, but it is fragmented and difficult to interpret without a visual and interactive tool.

Retailers lack a unified, visual, and data-driven approach to analyze how in-store product placement strategies influence sales performance, making it difficult to optimize layout decisions and maximize return on shelf space.

Example:

1. Problem Statement: Data Driven Analysis

Problem-Data-Driven Analysis



2. Problem Statement: Stakeholder Centric

Problem-Stakeholder Centric

