

Project Design Phase

Problem – Solution Fit Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS80886
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Retailers and marketing teams struggle to extract meaningful insights from scattered sales and placement data using static reports and spreadsheets. This slows down decision-making and impacts their ability to optimize product visibility and placement strategies. Our solution—a Tableau-based interactive dashboard—converts raw data into clear, actionable visualizations, enabling teams to quickly identify which product placements drive sales and make confident, data-driven merchandising and marketing decisions.

- Solve complex placement-performance problems in a way that aligns with the real workflow and priorities of retail marketing teams.
- Succeed faster and increase dashboard adoption by leveraging tools (like Tableau) that teams already use.
- Sharpen communication and strategy with data-driven triggers (e.g., underperforming zones, high ROI placements).
- Increase touchpoints by addressing frequent frustrations like unclear sales trends or ineffective product positioning.
- Understand the current placement decision process in order to enhance it with visual, real-time analytics.



