Ideation Phase
Empathize & Discover

Date	16 February 2026
Team ID	LTVIP2026TMIDS80881
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Who is the user?

The users of this project are retail marketing managers, brand strategists, visual merchandisers, and data analysts at consumer goods or retail companies. These professionals need clear, actionable insights from sales, product placement, and consumer behavior data to optimize product visibility and boost conversions. They value interactive Tableau dashboards that reveal how different product positioning strategies impact customer engagement and sales performance. This project helps them overcome challenges with fragmented data by providing visual, data-driven guidance to refine merchandising, enhance marketing effectiveness, and maximize revenue.

Key user insights:

The empathy map reveals several user insights. The user:
- Says things like "We need to know which product placements drive the most sales" and "Are customers actually noticing products placed at eye level or near checkout?"
- Thinks about "Are we placing the right products in high-traffic zones?" and "What if we're missing out on sales due to poor visibility or layout?"
- Does actions like "Analyzes sales performance by shelf or web placement using Tableau dashboards" and "Compares product sales across different store zones or screen locations to identify effective positioning strategies."

Example for this project of Visualizing Strategic Product Placement Analysis:Prices and Features using Tableau