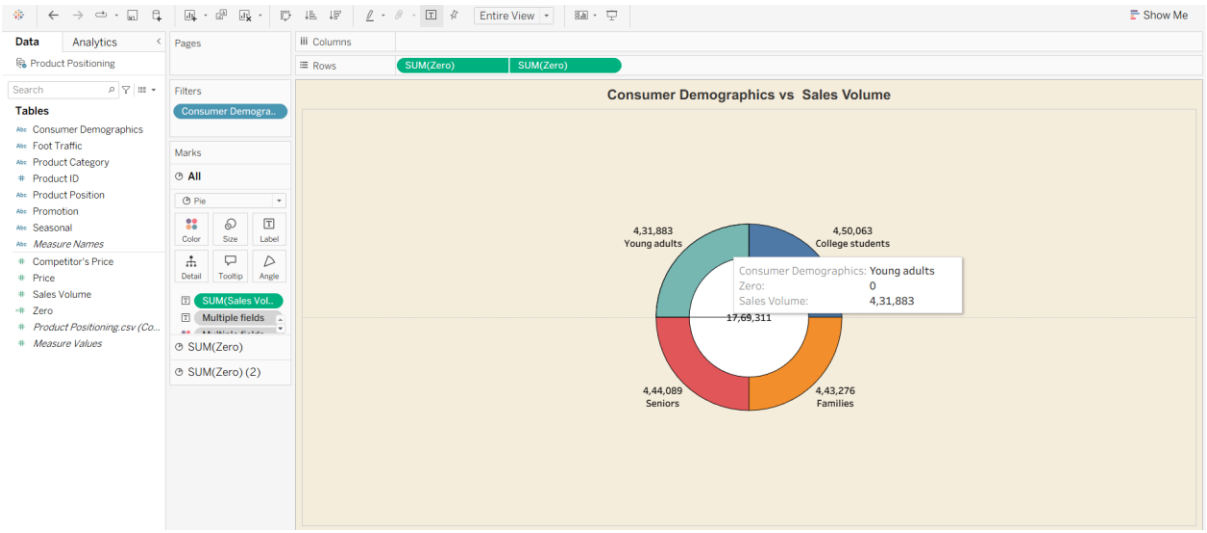
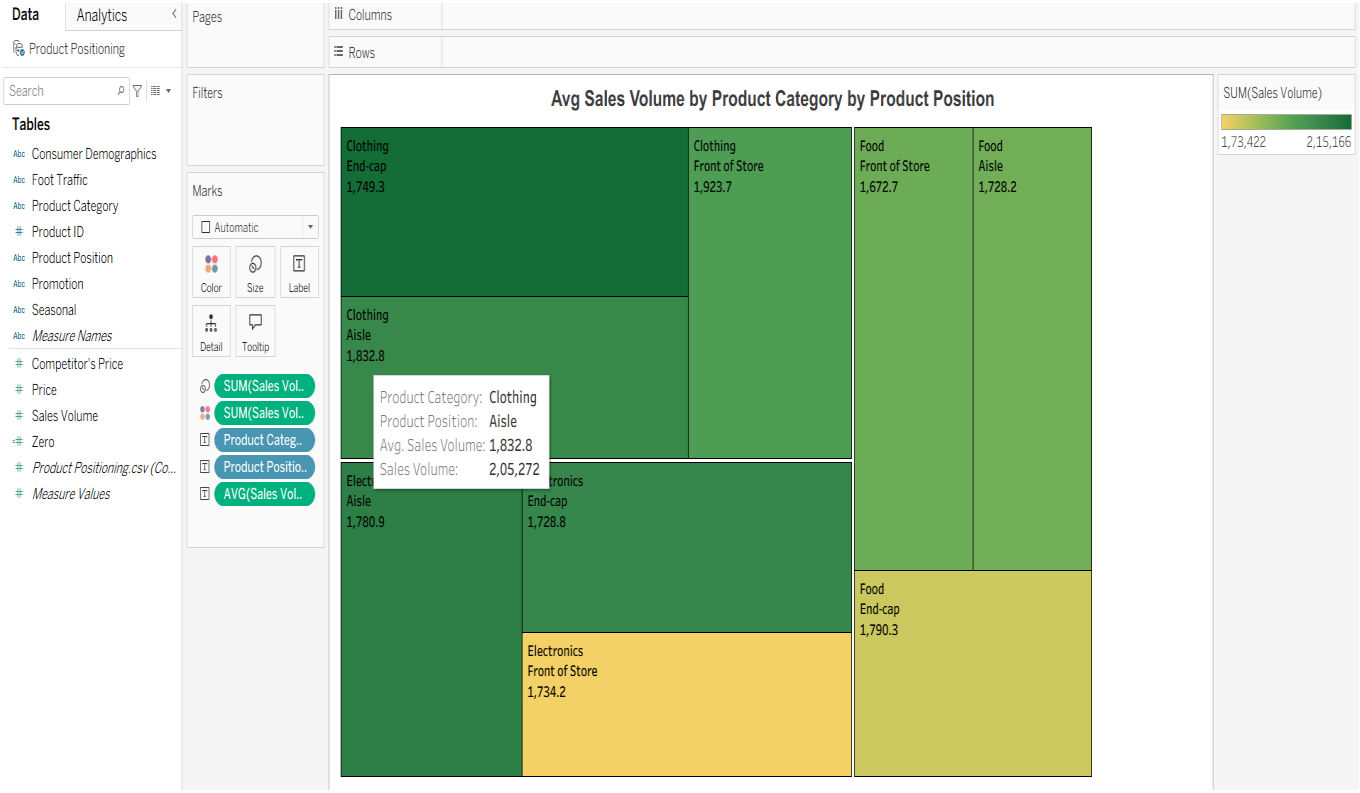
OUTPUT:


Consumer Demographics vs Sales Volume
4,31,883
Young adults
4,50,063
College students
4,44,089
Seniors
4,43,276
Families
17,69,311
Consumer Demographics: Young adults
Zero: 0
Sales Volume: 4,31,883


Avg Sales Volume by Product Category by Product Position
Clothing
End-cap
1,749.3
Clothing
Front of Store
1,923.7
Food
Front of Store
1,672.7
Food
Aisle
1,728.2
Clothing
Aisle
1,832.8
Product Category: Clothing
Product Position: Aisle
Avg. Sales Volume: 1,832.8
Sales Volume: 2,05,272
Aisle
1,780.9
End-cap
1,728.8
Food
End-cap
1,790.3
Electronics
Front of Store
1,734.2
SUM(Sales Volume)
1,73,422
2,15,166

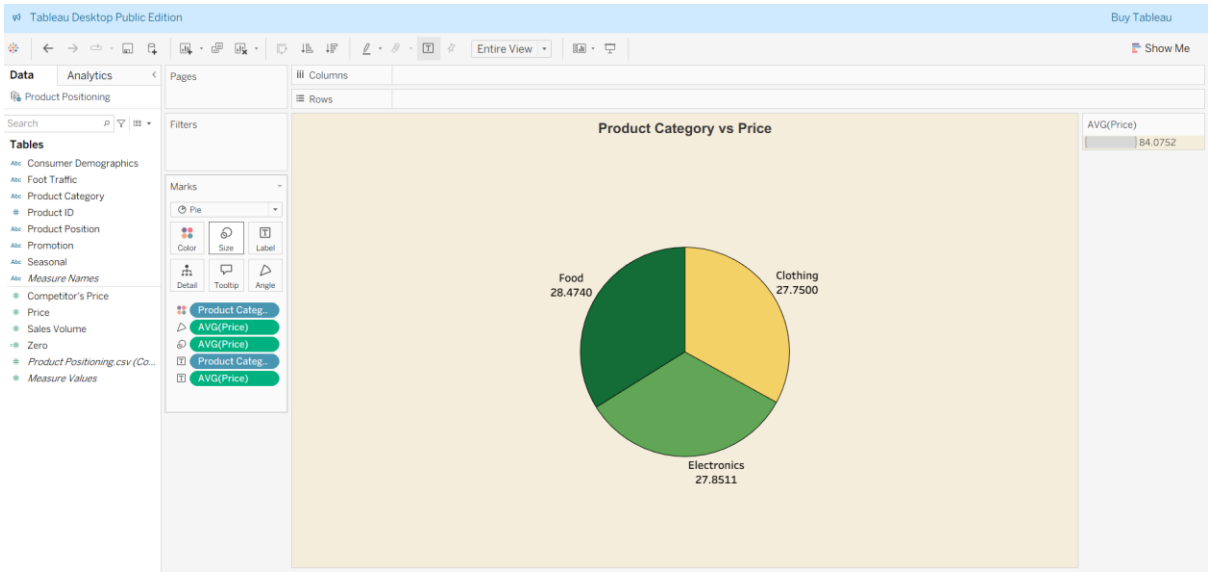
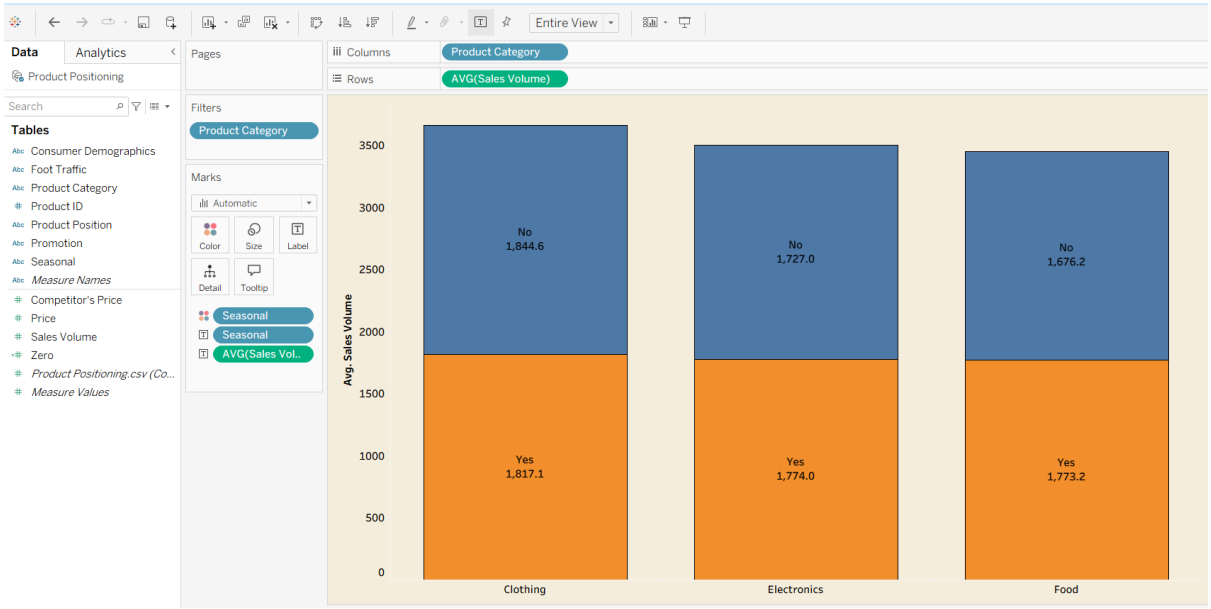


Tableau Desktop Public Edition
Buy Tableau
Entire View
Show Me
Data
Analytics
Product Positioning
Search
Tables
Consumer Demographics
Foot Traffic
Product Category
Product ID
Product Position
Promotion
Seasonal
Measure Names
Competitor's Price
Price
Sales Volume
Zero
Product Positioning.csv (Co...
Measure Values
Pages
Filters
Marks
Pie
Color
Size
Label
Detail
Tooltip
Angle
Product Categ..
AVG(Price)
AVG(Price)
Product Categ..
AVG(Price)
Columns
Rows
Product Category vs Price
AVG(Price)
84.0752
Food
28.4740
Clothing
27.7500
Electronics
27.8511


Entire View
Data
Analytics
Product Positioning
Search
Tables
Consumer Demographics
Foot Traffic
Product Category
Product ID
Product Position
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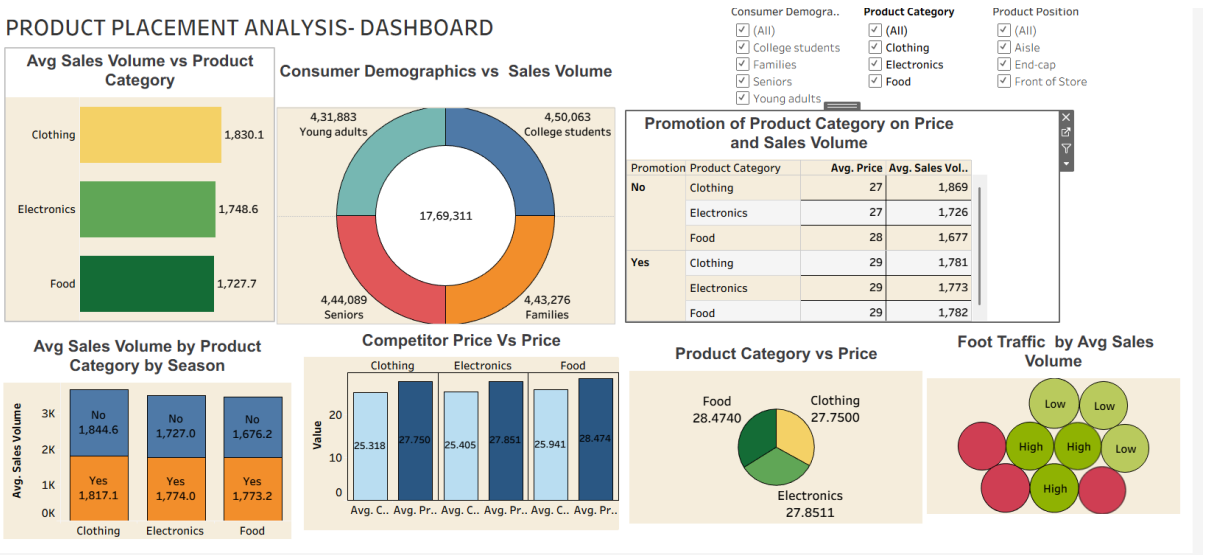
Seasonal
Measure Names
Competitor's Price
Price
Sales Volume
Zero
Product Positioning.csv (Co...
Measure Values
Pages
Filters
Product Category
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Seasonal
Seasonal
AVG(Sales Vol..
Columns
Product Category
Rows
AVG(Sales Volume)
Avg. Sales Volume
3500
3000
2500
2000
1500
1000
500
0
No
1,844.6
Yes
1,817.1
No
1,727.0
Yes
1,774.0
No
1,676.2
Yes
1,773.2
Clothing
Electronics
Food

PRODUCT PLACEMENT ANALYSIS- DASHBOARD

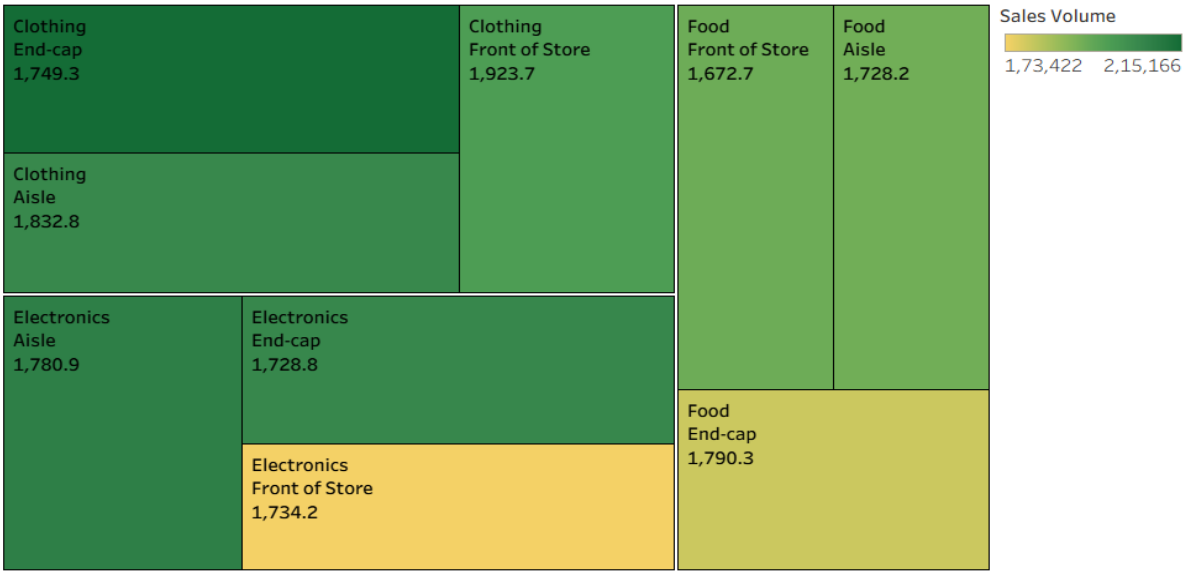


Story 1

The product category clothing has the highest average sales volume

The product postion at the Front of store has high sales volume and high foot traffic

The product category at highestavg sales volum



Story 1

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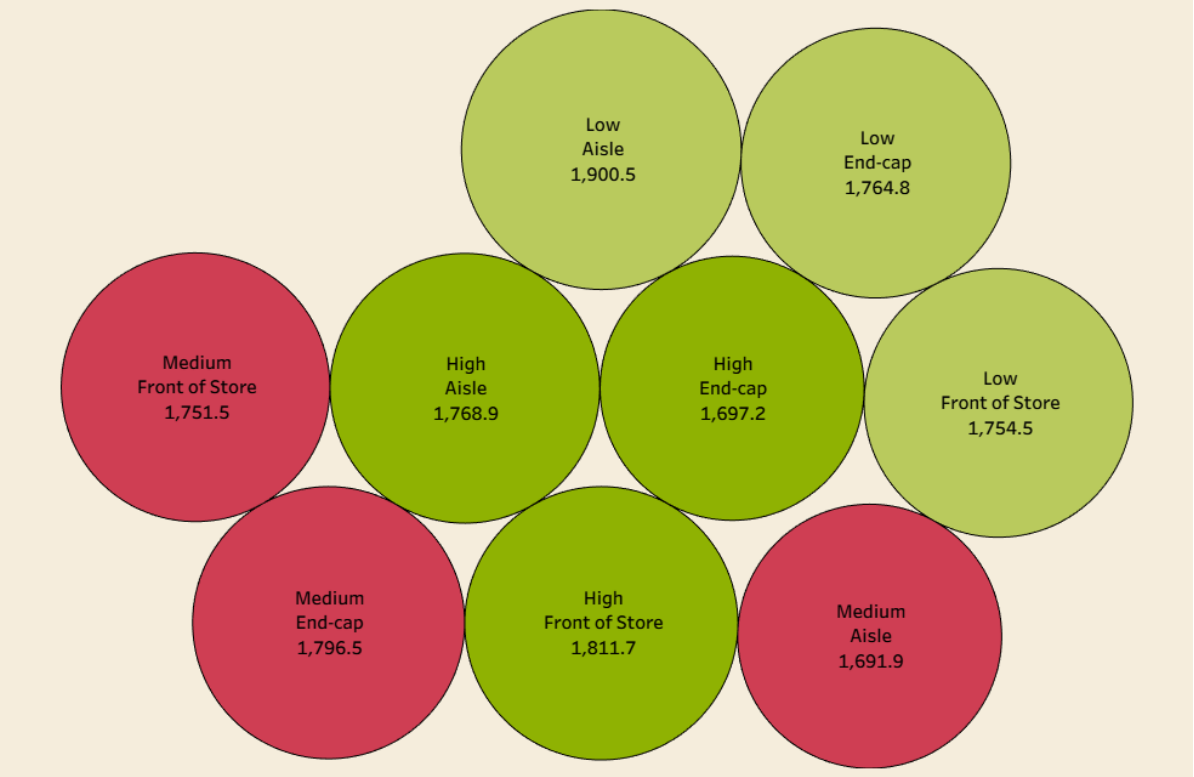
The product category at highestavg sales volum