

Project Design Phase-I
Proposed Solution

Date	3 rd February 2026
Team ID	LTVIP2026TMIDS38827
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Businesses struggle to identify the most effective product placement strategy using traditional reports.
2.	Idea / Solution description	The project uses Tableau dashboards and stories to analyze product placement performance and integrates them into a Bootstrap website for easy access.
3.	Novelty / Uniqueness	Combines interactive data visualization with web integration to provide clear and strategic placement insights.
4.	Social Impact / Customer Satisfaction	Helps businesses make data-driven decisions, improving sales performance and customer shopping experience.
5.	Business Model (Revenue Model)	Can be offered as a data analytics consulting service or subscription-based dashboard solution.
6.	Scalability of the Solution	The system can handle larger datasets and additional dashboards without affecting performance.