**Abstract**

"Tanagram" comprehensively analyzes various past data, proposes the optimal placement of products on the shelves. It also generates a rationale as an analysis report. By automating the work of the planogram that people took a lot of time and quantifying the rule of thumb, it improves work efficiency without depending on the individual.

**Features**

- It reduces the work about planogram, which was spent 300h per person per year, to 1/10.
- It contributes to improving the quality of business negotiations by analyzing various data.

**Application Scenarios**

- It's used for improving operational efficiency and the quality of negotiations in retail.

**Roadmaps**

- It is provided as a web application that does not require system construction, realizes UI that is easy to operate even for those who do not have specialized knowledge, and reduces introduction cost.

**Exhibitors**

NTT DOCOMO, INC.