Project Title:

ShopSmart: Your Digital Grocery Store Experience

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

1. CUSTOMER SEGMENT(S) — CS

Retail business managers, marketing analysts, advertising agencies, and decision-makers who need to analyze product placement effectiveness and sales performance. These customers rely on data insights to improve marketing strategies, optimize product visibility, and enhance revenue generation.

6. CUSTOMER CONSTRAINTS — CC

1. Limited technical expertise in advanced analytics
2. Budget constraints for advanced analytics tools
3. Data scattered across multiple systems
4. Time constraints for manual analysis
Lack of integrated visualization platforms

5. AVAILABLE SOLUTIONS — AS

Customers currently rely on traditional reporting tools, spreadsheets, and manual analysis to interpret sales and placement data. Some organizations use basic business intelligence tools but lack integrated and interactive visualization capabilities.

These solutions often provide limited insights and require significant manual effort, making it difficult to identify patterns quickly.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Customers need to analyze how product placement impacts customer behavior and sales performance. They must interpret large datasets, identify trends, and generate actionable insights to improve marketing strategies and decision-making.

They also need a centralized platform to visualize data effectively and evaluate placement strategies across different channels.

9. PROBLEM ROOT CAUSE — RC

The core problem exists due to the increasing volume and complexity of sales and customer data, combined with the lack of integrated visualization tools that can transform raw data into actionable insights. Organizations struggle to interpret data efficiently, leading to suboptimal placement decisions.

7. BEHAVIOUR (BE) — BE

Customers analyze sales reports, review marketing campaign results, and monitor customer trends to address the problem. They collaborate with teams, review dashboards, and adjust placement strategies based on available insights.

They may also rely on periodic reporting rather than real-time analysis due to lack of proper tools.

3. TRIGGERS — TR

1. Decline or fluctuation in sales performance
2. Need to improve marketing ROI
3. Increasing competition in retail markets
4. Requirement for data-driven decision-making
5. Availability of new datasets or campaign results

10. YOUR SOLUTION — SL

The proposed solution is an interactive analytics platform that uses visualization capabilities of Tableau to analyze product placement and sales performance. The system integrates data from multiple sources, processes it using analytical techniques, and presents insights through interactive dashboards and stories.

The solution enables stakeholders to identify trends, evaluate placement effectiveness, optimize strategies, and improve decision-making. Web integration using Flask allows easy access and deployment of the system.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
1. Business intelligence dashboards
2. Data analytics platforms
3. Internal reporting systems
4. Web-based visualization tools

8.2 OFFLINE
1. Team meetings and strategy discussions
2. Printed reports and presentations
3. Manual data analysis using spreadsheets

4. EMOTIONS: BEFORE / AFTER `EM`

Before: Confused, overwhelmed, uncertain due to complex datasets and unclear insights.

After: Confident, informed, and in control with clear visual insights and actionable recommendations.