

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52047
Project Name	iRevolution: : strategic product placement analysis:unveiling sales impact using Tableau
Maximum Marks	2 Marks

**Problem – Solution Fit Template:**

To turn your Problem–Solution Fit insights into a Strategic Placement Analysis using Tableau, we need to translate the textual framework into structured, visual-ready data. Here’s how to approach it:

**Purpose:**

Heatmaps: To show alignment between customer problems and proposed solutions by impact.

- Treemaps or Packed Bubbles: To depict segment size vs. urgency of their problem.
- Gantt or Timeline: To visualize solution rollouts and customer touchpoint opportunities.
- Scatter Plot: Mapping *Adoption Likelihood* vs *Impact Potential*.
- Dashboards: Combine all views with filters by segment or product.

## Strategic Placement Analysis

Customer Segment	Problem Identified	Customer Behavior	Proposed Solution	Behavioral Channels
Product Managers, Market Analysts	Disjointed data	Constant spreadsheet updates	Intuitive visual analytics	BI dashboards
Market Analysts	• Jrgens	Intuitive visual analytics	BI dashboards	High
	High		High	High