

Project Design Phase
Proposed Solution Template

Date	21 February 2026
Team ID	LTVIP2026TMIDS55802
Project Name	Gemini historical artifact description
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Brands often struggle to position their products effectively in the right place, time, and media to reach target audiences and drive conversions.
2	Idea / Solution Description	Develop a data-driven Strategic Product Placement Analysis tool that leverages customer behavior, media consumption patterns, and market trends to optimize product visibility and engagement.
3	Novelty / Uniqueness	Combines AI-based consumer insights, location intelligence, and contextual content mapping to recommend precise placement strategies across platforms.
4	Social Impact / Customer Satisfaction	Enhances customer experience by presenting relevant products in the right context, reducing ad fatigue and promoting informed purchasing decisions.
5	Business Model (Revenue Model)	Subscription-based SaaS model for brands and agencies, with tiered pricing; optional consulting services and premium data analytics packages.
6	Scalability of the Solution	Highly scalable across industries (FMCG, fashion, tech, etc.), geographies, and digital/physical channels; supports real-time updates and A/B testing integration.