

**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	<b>Problem Statement (Problem to be solved)</b>	Brands often struggle to position their products effectively in the right place, time, and media to reach target audiences and drive conversions.
2	<b>Idea / Solution Description</b>	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	<b>Novelty / Uniqueness</b>	Combines AI-based consumer insights, location intelligence, and contextual content mapping to recommend precise placement strategies across platforms.
4	<b>Social Impact / Customer Satisfaction</b>	Enhances customer experience by presenting relevant products in the right context, reducing ad fatigue and promoting informed purchasing decisions.
5	<b>Business Model (Revenue Model)</b>	Subscription-based SaaS model for brands and agencies, with tiered pricing; optional consulting services and premium data analytics packages.
6	<b>Scalability of the Solution</b>	Highly scalable across industries (FMCG, fashion, tech, etc.), geographies, and digital/physical channels; supports real-time updates and A/B testing integration.