Project Design Phase

Proposed Solution Template

Date	21 June 2025
Team ID	LTVIP2025TMID48088
Project Name	Strategic Product Placement Analysis
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.