Project Design Phase
Problem – Solution Fit

Date	15 February 2025
Team ID	LTVIP2026TMIDS47501
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

Problem – Solution Fit :

The Problem–Solution Fit ensures that the identified business problem is clearly understood and that the proposed solution effectively addresses the customer's real needs.

Customer Problem

Retail business owners face significant challenges in understanding the impact of product placement, pricing strategies, and promotional campaigns on overall sales performance.

Key problems include:

- Lack of structured analytical tools

- Difficulty in interpreting raw sales data

- Inefficient product placement decisions

- Inability to measure competitor pricing impact

- Poor visibility into seasonal sales trends

Due to these limitations, business decisions are often based on assumptions rather than data-driven insights.

Customer Behavior Analysis

Retail business owners typically:

- Monitor sales performance manually

- Experiment with product placements without analytical validation

- Compare competitor pricing through observation

- Seek simple digital tools for business optimization

- Prefer web-based, easy-to-use dashboards

Understanding this behavior helped design a solution that aligns with existing customer habits.

Proposed Solution

The Strategic Product Placement Analysis System is a web-based analytical platform that integrates Tableau dashboards with a Flask web application.

The solution:

- Converts raw retail sales data into interactive visual insights

- Analyzes product placement effectiveness

- Compares competitor pricing

- Evaluates promotional performance

- Tracks seasonal trends

- Provides real-time filtering and KPI monitoring

This ensures accessibility, usability, and practical implementation for retail businesses.

Problem–Solution Fit Justification

The proposed solution effectively fits customer needs because:

- It simplifies complex data into visual dashboards

- It supports data-driven decision-making

- It aligns with online usage behavior

- It enhances profitability and operational efficiency

- It builds trust by solving frequent business challenges

The system directly addresses real retail pain points and improves strategic planning capabilities

Template:

Problem — Solution Fit

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