Problem-Solution Fit

💢 Problem

A retail company is struggling to understand how **product placement** (whether in-store or online) affects **sales** and **customer behavior**.
 They have large volumes of data — sales transactions, customer demographics, and placement metadata — but lack a way to:

- **Visually analyze** which placements drive the most sales,

- **Identify which customer segments** respond to which product locations,

- and **optimize their merchandising or marketing strategies** based on data.

Decisions are currently made by intuition, leading to missed revenue opportunities and ineffective marketing spend.

🌟 Why It Matters

- Product placement can increase sales by **20-30%**, yet poor visibility can mean high-potential products underperform.

- Without actionable insights, marketing campaigns and store layouts are **blind guesses**, risking inventory waste and lost sales.