

Project Design Phase

Problem — Solution Fit Template

Date	18feb202
Team ID	LTVIP2026TMIDS75407
Project Name	Strategic Product placement Analysis: Unveiling sales Impact with Tableau visualization
Maximum Marks	2 Marks

Problem — Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Solve complex problem in a way that fits the state of your customers
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour
- Sharpen your communication and marketing strategy with the right triggers and messaging
- Increase touch points with your company by finding the right problem behaviour fit and building trust by solving frequent annoyances or urgent or costly problems
- Understanding the existing situation in order to improve it for your target group

