

Project Design Phase

Problem – Solution Fit Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS28498
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

Purpose:

- ☐ Solve complex problems 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 behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Template:

Problem-Solution fit canvas 2.0 Enable data-driven in-store Product Placement optimization for increased sales.

<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Retail Sales Managers, FMCG Marketing Analysts. (Optimize in-store product placement & promotions.)</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>Data silos. Inadequate tools. Time limitations.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Scattered, static reports. Manual spreadsheet analysis. (Lacks visualization, integration, speed.)</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Analyze placement impact on sales. Optimize product visibility & strategy. Data-driven decision-making for merchandising.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>Lack of a specialized, integrated, visual analytics tool for product placement and sales correlation.</p>	<p>7. BEHAVIOUR BE</p> <p>Manual data gathering & merging. Basic spreadsheet analysis. Decisions based on incomplete data.</p>
<p>3. TRIGGERS TR</p> <p>Sales reporting cycles. Performance issues, new promotions. Need for strategic insights.</p>	<p>10. YOUR SOLUTION SL</p> <p>A centralized, visual, interactive analytics platform integrating placement and sales data for actionable insights.</p>	<p>8. CHANNELS OF BEHAVIOUR CH</p> <p>B.1 ONLINE: Internal systems, email, search (analytics tools). B.2 OFFLINE: Meetings, manual report review.</p>

Define CS, fit into CC

Focus on J&P, dig into BE, understand RC

Identify strong TR & EM

Explore AS, differentiate

Focus on J&P, dig into BE, understand RC

Extract online & offline CH of BE

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References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>