

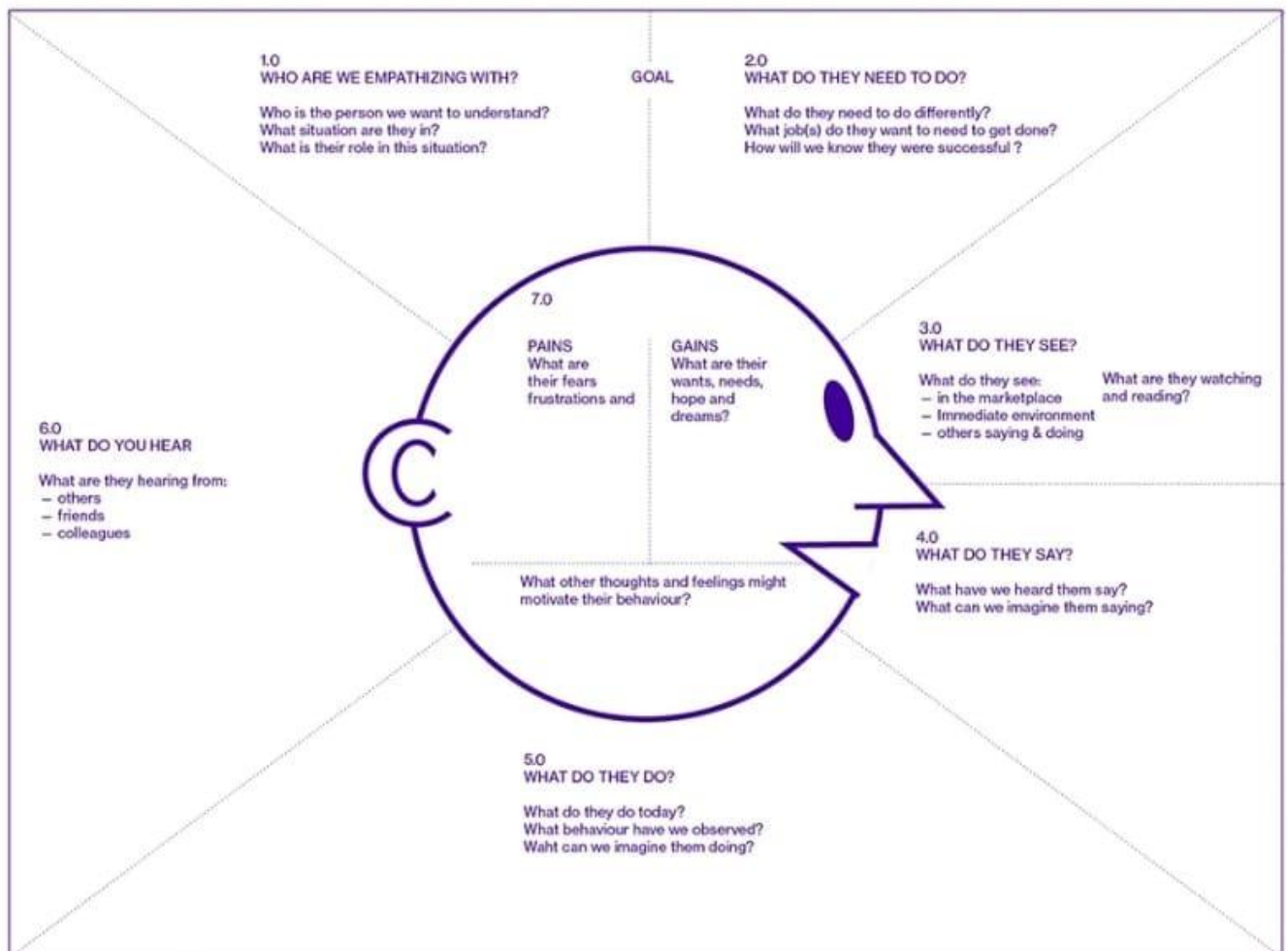
Ideation Phase

Define the Problem Statements

Date	18 June 2025
Team ID	LTVIP2025TMID51528
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Customer Problem Statement Template:

Retailers and their marketing teams are trying to understand how product placement strategies—such as shelf position, store layout, and online display locations—impact sales performance and consumer behavior. However, they struggle with large volumes of unorganized sales and placement data that lack visual clarity and actionable insights. Because of this, it becomes difficult to identify effective positioning strategies, measure consumer engagement, and optimize merchandising decisions. This leads to missed sales opportunities, inefficient marketing efforts, and uncertainty in product placement planning. They need an intuitive, visual solution—like interactive Tableau dashboards—that can transform complex data into clear, insight-driven stories to guide strategic decisions and improve revenue outcomes.



Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a real estate analyst or executive at ABC Company	understand how house features like renovations, age, and layout impact sale prices	the raw housing data is overwhelming and lacks visual clarity	it's hard to extract trends and insights quickly from complex tables and spreadsheets	frustrated, uncertain, and under pressure to make decisions without strong evidence
PS-2	someone responsible for presenting housing market insights to internal stakeholders	create compelling reports and dashboards that show price trends and renovation value	existing tools don't provide clear, interactive summaries	the data isn't organized or visualized in a way that's easy to interpret	unsupported in my role and worried that I'll miss key insights