

## Ideation Phase

### Define the Problem Statements

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS42279
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand the customer's perspective in analyzing how product placement affects sales performance and consumer behavior. This template helps focus on identifying the core challenges faced by stakeholders such as retail managers, marketing teams, and analysts when interpreting complex sales and placement data.

A clearly defined problem statement enables the team to identify analytical requirements and design effective visualization solutions using Tableau. It also helps the team empathize with users by understanding their challenges in interpreting data, measuring placement effectiveness, and making informed strategic decisions.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

#### Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	which makes me feel Frustrated
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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A retail business manager responsible for monitoring sales performance and product visibility.	Understand how product placement influences customer purchasing behavior and overall sales performance.	I have large volumes of sales and demographic data that are difficult to interpret without proper analytical tools.	The data is scattered across multiple sources and lacks clear visualization to identify patterns and trends.	Uncertain about making strategic decisions regarding product positioning and marketing investments.
PS-2	A marketing analyst working to evaluate the effectiveness of product placement strategies across different channels.	Analyze placement performance and measure its impact on revenue and customer engagement.	I lack an integrated system that provides interactive dashboards and real-time insights.	Traditional reporting methods do not effectively highlight correlations between placement strategies and sales outcomes.	Challenged in providing accurate recommendations to improve campaign effectiveness and return on investment.