

Ideation Phase

Define the Problem Statements

Date	17 th June 2025
Team ID	LTVIP2025TMID51790
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A budgetconscious shopper	Find affordable quality products	I'm overwhelmed by options	The store lacks visual cues and price clarity	Confused and frustrated

PS-2	A store manager trying to increase category sales	Identify which products need a push	I can't track promotion performance	Sales data isn't visually segmented by shelf/product category	Limited in making good decisions
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Customer Problem Statement Template:

I am	A customer who shops in-store but compares prices online
I'm trying to	Find the best product at the best price
But	I don't know which products are on promotion
Because	Promotional signs are not clear and I'm unaware of shelf placement strategies
Which makes me feel	Confused and less likely to buy or return to that store