

Ideation Phase

Define the Problem Statements

Date	02 February 2026
Team ID	LTVIP2026TMIDS49558
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

Customer Problem Statement Template

I am

Product
Manager in
retail
company

I'm trying to

Improve
product
positioning
using data
insights

But

Lack clear
insights from
pricing and
ratings data

Because

Data is
complex and
not visualized
properly

Which makes me feel

Uncertain
and worried
about wrong
decisions

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Product Manager in retail company	Improve product positioning using data insights	Lack clear insights from pricing and ratings data	Data is complex and not visualized properly	Uncertain and worried about wrong decisions
PS-2	Marketing Analyst in a consumer goods company	Identify premium and budget product segments	Unable to clearly compare price and customer ratings	There is no interactive visualization to analyze trends	Confused about selecting the right market strategy