

Project Design Phase

Problem – Solution Fit Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS24154
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			
<p>Define CS, RC, AS</p> <p>Focus on JAP, tap into BE, understand RC</p> <p>Identify strong TR & EM</p> <p>Focus on AS, differentiate</p>	<p>Enable data-driven in-store Product Placement Optimization for increased sales.</p> <p>1. CUSTOMER SEGMENT(S) Retail Sales Managers, FMCG Marketing Analysts. (Optimize in-store product placement & promotions.)</p> <p>2. JOBS-TO-BE-DONE / PROBLEMS Analyze placement impact on sales. Optimize product visibility & strategy. Data-driven decision-making for merchandising.</p> <p>3. TRIGGERS Sales reporting cycles. Performance issues, new promotions. Need for strategic insights.</p> <p>4. EMOTIONS: BEFORE / AFTER Before: Frustrated, uncertain, overwhelmed. After (Desired): Confident, insightful, effective.</p>	<p>Define CS, RC, AS</p> <p>Focus on JAP, tap into BE, understand RC</p> <p>Identify strong TR & EM</p> <p>Focus on AS, differentiate</p> <p>5. CUSTOMER CONSTRAINTS Data silos. Inadequate tools. Time limitations.</p> <p>6. PROBLEM ROOT CAUSE Lack of a specialized, integrated, visual analytics tool for product placement and sales correlation.</p> <p>7. BEHAVIOUR Manual data gathering & merging. Basic spreadsheet analysis. Decisions based on incomplete data.</p> <p>8. CHANNELS OF BEHAVIOUR 8.1 ONLINE: Internal systems, email, search (analytics tools). 8.2 OFFLINE: Meetings, manual report review.</p>	<p>10. YOUR SOLUTION A centralized, visual, interactive analytics platform integrating placement and sales data for actionable insights.</p>

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References:

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