

Ideation Phase

Define the Problem Statements

Date	09 February 2026
Team ID	LTVIP2026TMIDS53841
Project Name	strategic product placement analysis: unveiling sales impact with tableau visualization.
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement – 1: THE CAR BUYER

I am	I'm trying to	But	Because	Which makes me feel
A first-time EV buyer in India.	Buy an electric car that won't run out of charge on long trips.	I can't find clear data on real-world mileage and charging spots.	Information is scattered and technical specs are confusing.	Stressed about "Range Anxiety" and afraid of getting stranded.

Problem Statement – 2: THE BUSINESS PLANNER

I am	I'm trying to	But	Because	Which makes me feel
An EV charging station investor.	Find the best spots in India to build new fast-chargers.	I don't know where the "charging gaps" are compared to car sales.	Sales data and charger locations are in separate.	Worried about wasting money on the wrong locations.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
The Car Buyer	A first-time EV buyer in India.	Buy an electric car that won't run out of charge on long trips.	I can't find clear data on real-world mileage and charging spots.	Information is scattered and technical specs are confusing.	Stressed about "Range Anxiety" and afraid of getting stranded.
The Business Planner	An EV charging station investor.	Find the best spots in India to build new fast-chargers.	I don't know where the "charging gaps" are compared to car sales.	Sales data and charger locations are in separate.	Worried about wasting money on the wrong locations.