Project Design Phase

Proposed Solution Template

Date	23-06-2025
Team ID	LTVIP2025TMID47723
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Customers face difficulty in locating and purchasing products efficiently due to poor navigation in online and physical stores, limited time, and lack of product knowledge. This leads to frustration and potential abandonment of the purchase process.
2.	Idea / Solution Description	Develop an easy-to-use, intuitive navigation system for both website and in-store environments that enhances product placement visibility. This solution improves user experience by reducing search time and helping customers locate desired products quickly.
3.	Novelty / Uniqueness	The solution uniquely combines both digital and physical store improvements. It focuses on optimizing user navigation paths based on behavior and preferences, offering personalized recommendations and interactive mapping tools to guide customers effectively.
4.	Social Impact / Customer Satisfaction	The solution reduces frustration and increases satisfaction by helping users find what they need effortlessly. It enhances accessibility, saves time, and can benefit busy professionals like IT employees and developers. Higher satisfaction leads to better customer retention and word-of-mouth referrals.

S.No.	Parameter	Description
5.	Business Model (Revenue Model)	Revenue can be generated through increased product sales, reduced cart abandonment, and premium features like AI-based personalized navigation for business clients. Additional revenue streams may include analytics services for product placement optimization.
6.	Scalability of the Solution	The solution is highly scalable, adaptable to various industries such as retail, grocery, bookstores, and e-commerce platforms. It can be implemented across multiple geographies, devices, and store formats with minimal customization.