

Define CS, fit into C	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>They want to improve product visibility and increase sales using data-driven placement strategies.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Customers face time limitations, large volumes of sales data, and limited analytical expertise. They require a simple and interactive solution to make faster business decisions</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Most businesses rely on Excel reports, static charts, or manual analysis to evaluate product performance. These methods lack interactivity and do not provide clear strategic insights</div>	Explore AS, differ
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>JB</div></div> <div>Customers need to identify which product placements generate higher sales and customer engagement. They struggle to analyze large datasets and compare placement strategies effectively.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>The main issue is the absence of a centralized, interactive visualization platform for placement analysis. Manual reporting methods make it difficult to uncover patterns and strategic insights.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Users regularly review sales reports and experiment with product placements based on past trends. They depend on periodic analysis to adjust marketing and display strategies.</div>	
Focus on J&P, tap into BE, understand RC				