

Define CS, fit into AS			Explore AS, different BE		
Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC
<p>1. CUSTOMER SEGMENT(S)</p> <p>They want to improve product visibility and increase sales using data-driven placement strategies.</p> <p>CS</p>	<p>6. CUSTOMER CONSTRAINTS</p> <p>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</p> <p>CC</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>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</p> <p>AS</p>			
<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>Customers need to identify which product placements generate higher sales and customer engagement. They struggle to analyze large datasets and compare placement strategies effectively.</p> <p>—</p>	<p>9. PROBLEM ROOT CAUSE</p> <p>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.</p> <p>RC</p>	<p>7. BEHAVIOUR</p> <p>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.</p> <p>BE</p>			