**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 15 February 2025 |
| Team ID | PNT2025TMID02717 |
| Project Name | Global Energy Trends |
| 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 and why

**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:**

Calendar

Description automatically generated

Develop a comprehensive Power BI dashboard tailored for analyzing global consumption, generation modes, and sustainability indices.

Customers may resort to manual data analysis, which is time-consuming.

They might use general tools like Excel but find it lacking for complex visualizations.

Existing market solutions like Tableau, Excel, and other data analytics platforms.

Industry reports from organizations like IEA (International Energy Agency) or EIA (Energy Information Administration).

The primary issue is the complexity and volume of global energy data

Lack of accessible, user-friendly visualization tools tailored to energy trends.

Limited technical expertise in data visualization.

Budget constraints for sophisticated analytics tools.

Incomplete or outdated data sources

**Before:** Overwhelmed by vast and complex global energy data, uncertainty sources about reliable data.

* **After:** Confident in data-driven strategies, clarity in visualizing energy trends, empowered to make informed decisions.

 Rising global focus on sustainable energy.

 Government mandates to reduce carbon emissions.

Need to analyze global energy trends across various regions.

Require insights into generation modes (like solar, wind, fossil fuels, nuclear).

**Primary Audience:** Energy analysts, policymakers, sustainability officers, and business strategists.

References:

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