

## Ideation Phase

### Define the Problem Statements

Date	28 February 2025
Team ID	PNT2025TMID02625
Project Name	Global Food Production trends and Analysis:A Comprehensive Study from 1961 to 2023 Using Power BI
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

**Customer Problem Statement Template**

I am	I'm trying to	But	Because	Which makes me feel
<p>I am</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #fff9c4;">A farmer</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #fff9c4;">A food distribution manager</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #fff9c4;">A policymaker</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff9c4;">An agritech innovator</div>	<p>I'm trying to</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #bbdefb;">Increase crop yield with minimal resources</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #bbdefb;">Reduce food wastage in the supply chain</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #bbdefb;">Implement sustainable agricultural policies</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #bbdefb;">Develop efficient irrigation systems</div>	<p>But</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #bbdefb;">Climate change impacts productivity</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #bbdefb;">Perishable goods spoil too quickly</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #bbdefb;">Farmers resist new techniques</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #bbdefb;">Water scarcity and uneven distribution</div>	<p>Because</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #c8e6c9;">Lack of adaptive farming techniques</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #c8e6c9;">Inefficient cold chain management</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #c8e6c9;">Lack of awareness and education</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #c8e6c9;">Lack of accurate data and forecasting</div>	<p>Which makes me feel</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #ffccbc;">Frustrated and helpless</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #ffccbc;">Stressed and overwhelmed</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; background-color: #ffccbc;">Discouraged and challenged</div> <div style="border: 1px solid #ccc; padding: 5px; background-color: #ffccbc;">Motivated but uncertain</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A farmer	Increase crop yield with minimal resources.	Climate change impacts productivity.	Lack of adaptive farming techniques.	Frustrated and helpless.
PS-2	A food distribution manager	Reduce food wastage in the supply chain.	Perishable goods spoil too quickly.	Inefficient cold chain management.	Stressed and overwhelmed.
PS-3	A policymaker	Implement sustainable agricultural policies.	Farmers resist new techniques.	Lack of awareness and education.	Discouraged and challenged.

PS-4	An agritech innovator	Develop system	Water scarcity.	Lack of accurate data	Motivated but uncertain
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