

Ideation Phase

Define the Problem Statements

Date	12 March 2025
Team ID	PNT2025TMID02739
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
PS-5	A data analyst	Identify key food production trends	The dataset is too large and complex	I need better data visualization tools	Frustrated and inefficient
PS-6	A grocery store owner	Stock the right amount of fresh produce	I can't predict demand accurately	Consumer preferences keep changing	Anxious about losses
PS-7	A consumer	Buy fresh and affordable food	Prices keep increasing	Supply chain disruptions affect availability	Frustrated and worried