

Project Design Phase

Problem – Solution Fit Template

Date	26 March 2025
Team ID	PNT2025TMID07057
Project Name	Power BI Inflation Analysis: Journeying Through Global Economic Terrain
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 contact 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 to improve it for your target group.

Template:

Define CS, fit into CC	1. Customer Segment(s) CS Economists, financial analysts, policymakers, researchers, business owners, and students studying economic trends. Organizations requiring inflation insights for decision-making.	6. CUSTOMER CONSTRAINTS CC Limited knowledge of data analytics and visualization. Access to reliable and updated inflation data. Time constraints for manual data analysis. Budget limitations for purchasing expensive data analytics tools.	5. Available Solutions AS Raw inflation data from government sources (e.g., World Bank, IMF). Spreadsheets (Excel, Google Sheets) for manual analysis. News articles and research papers (limited real-time analysis). Other data visualization tools (Tableau, Google Data Studio).	Explore AS, differentiate
	2. Jobs-to-be-Done / Problems J&P Understanding historical and current inflation trends globally. Identifying the factors contributing to inflation. Comparing inflation rates across different countries and time periods. Using data-driven insights for financial decision-making and policy formulation.	9. Problem Root Cause RC Inflation data is often available in raw, unstructured formats, making analysis difficult. Traditional tools (Excel, reports) lack interactive visualization capabilities. Decision-makers struggle to interpret inflation trends efficiently.	7. BEHAVIOUR BE Searching for inflation-related data from government or financial sources. Manually entering data in Excel and creating graphs. Referring to economic research papers and news articles. Using free/paid data visualization tools for better insights.	
Identify strong TR & EM	3. Triggers TR Economic fluctuations and uncertainty. Government policy changes affecting inflation rates. Businesses planning pricing strategies and financial projections. Researchers and students analyzing inflation for academic or professional reports.	10. YOUR SOLUTION SL Power BI dashboard for interactive inflation trend visualization. Automated data cleaning and transformation for better usability. Comparative analysis tools to evaluate inflation across countries and periods. Customizable reports to help businesses, analysts, and students make data-driven decisions.	8. Channels of Behavior CH 8.1 ONLINE Downloading inflation datasets from websites like IMF, World Bank, and government portals. Using online data visualization tools. Watching YouTube tutorials on Power BI for financial analysis. Engaging in economic discussions on LinkedIn, Reddit, or financial blogs. 8.2 OFFLINE Reading newspapers, books, and economic reports. Attending seminars, workshops, and conferences on finance and inflation. Consulting professors, financial analysts, or policy experts.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: Frustration, confusion due to lack of clear inflation insights, difficulty in comparing inflation data. After: Confidence, clarity in decision-making, ability to visualize inflation trends effectively.			