

IDEATION PHASE

Define the Problem Statement

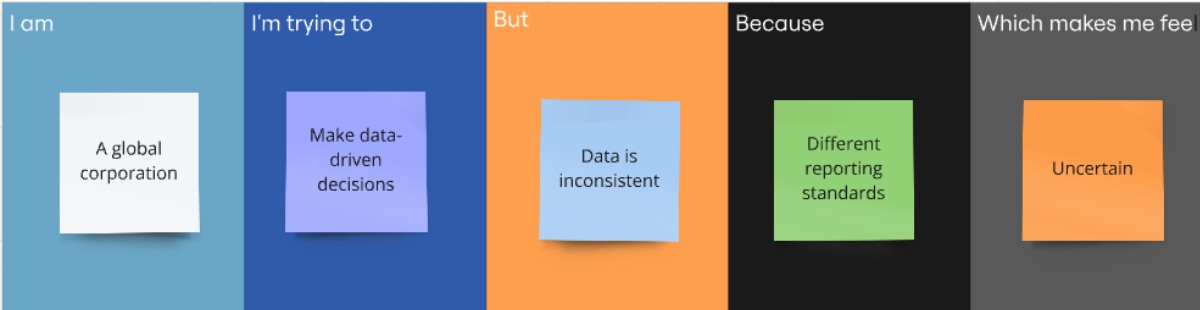
Date	21 March 2025
Team ID	PNT2025TMID06737
Project Name	Power BI Inflation Analysis Journeying Through Global Economic Terrain
Maximum Marks	2

Problem Statement

Customer Problem Statement Template:

I am a multinational corporation operating in diverse markets.
I’m trying to make data-driven decisions to optimize pricing strategies, mitigate risks, and enhance investment outcomes.
But I face challenges with inconsistent data integration, limited historical data availability, and complex economic interdependence.
Because different regions report inflation data differently, historical data is scarce, and global economic factors influence each other unpredictably.
Which makes me feel uncertain about making accurate predictions and strategic decisions that align with each market’s economic conditions.

Example:



Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1	A multinational corporation operating in diverse global markets.	Use inflation data to make smart pricing and investment decisions.	The data is inconsistent and hard to analyze.	Different regions report inflation differently, and historical data is often missing.	Uncertain and less confident about decision-making.

PS-2	A global retail corporation with operations in many countries.	Understand inflation trends to make pricing and supply chain decisions.	The data is inconsistent and hard to compare.	Each country reports inflation differently, and data is often incomplete.	Vulnerable to making bad decisions that could hurt profits.
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