

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS36980
Project Name	Gemini Pro Financial Decoder
Maximum Marks	2 Marks

#### Customer Problem Statement – Introduction

In today's digital environment, individuals and small organizations generate and manage large volumes of financial data in the form of Balance Sheets, Profit and Loss Statements, and Cash Flow Statements. Although this data is critical for decision-making, interpreting financial statements accurately requires accounting knowledge and professional expertise.

Students, startup founders, small business owners, and non-finance professionals often struggle to understand financial documents due to their complex structure and technical terminology. Manual analysis is time-consuming, error-prone, and highly dependent on financial experts.

This project aims to identify these challenges from the customer's perspective and define clear problem statements that justify the need for an **AI-powered financial analysis system**

#### Customer Perspective Analysis

I am (Customer)	I'm trying to	But	Because	Which makes me feel
A student, startup founder, small business owner, or non-finance professional who needs to understand financial statements.	Analyze financial statements to understand business performance, profitability, and financial stability.	I Lack accounting knowledge and struggle to interpret complex financial terms and numerical data.	Traditional financial reports are technical lengthy, and require professional expertise for accurate analysis.	Confused, dependant on financial experts, and uncertain while making financial decisions.
But	Analyze financial statements to understand business performance, profitability, and financial stability.		Traditional financial reports are technical, lengthy, and require professional expertise for accurate analysis.	
Because	Confused, dependent on financial experts, and uncertain while making financial decisions.			

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A small business owner	Understand profit, expenses, and cash flow	I cannot easily analyze financial reports	Financial statements are complex and technical	Confused and dependent on accountants

PS-2	A student or beginner	Learn financial analysis practically	I struggle to interpret real financial data	Reports are not beginner-friendly	Overwhelmed and discouraged
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