Ideation Phase
Brainstorm & Idea Prioritization Template

Date	12 March 2025
Team ID	PNT2025TMID06655
Project Name	Global malnutrition trends: A power bi analysis (1983 - 2019)
Maximum Marks	4 Marks

Global malnutrition trends

Global malnutrition trends refer to the patterns, causes, and impacts of malnutrition across different regions of the world. Malnutrition includes **undernutrition** (lack of essential nutrients), **over-nutrition** (excess calorie intake leading to obesity), and **micronutrient deficiencies** (lack of essential vitamins and minerals). These trends are influenced by socio-economic conditions, food security, climate change, conflicts, and health policies. **Step-1: Team Gathering, Collaboration and Select the Problem Statement**

Objective:
To bring together a diverse team, foster collaboration, and identify a clear, impactful problem statement related to global malnutrition trends.

1 Team Gathering

- Assemble a diverse team with expertise in:
  - Nutrition & Public Health
  - Data Analysis & Research
  - Social Policy & Humanitarian Aid
  - Technology & Innovation
  - Local Community Representatives
- Ensure cross-functional collaboration to approach the problem from multiple perspectives.

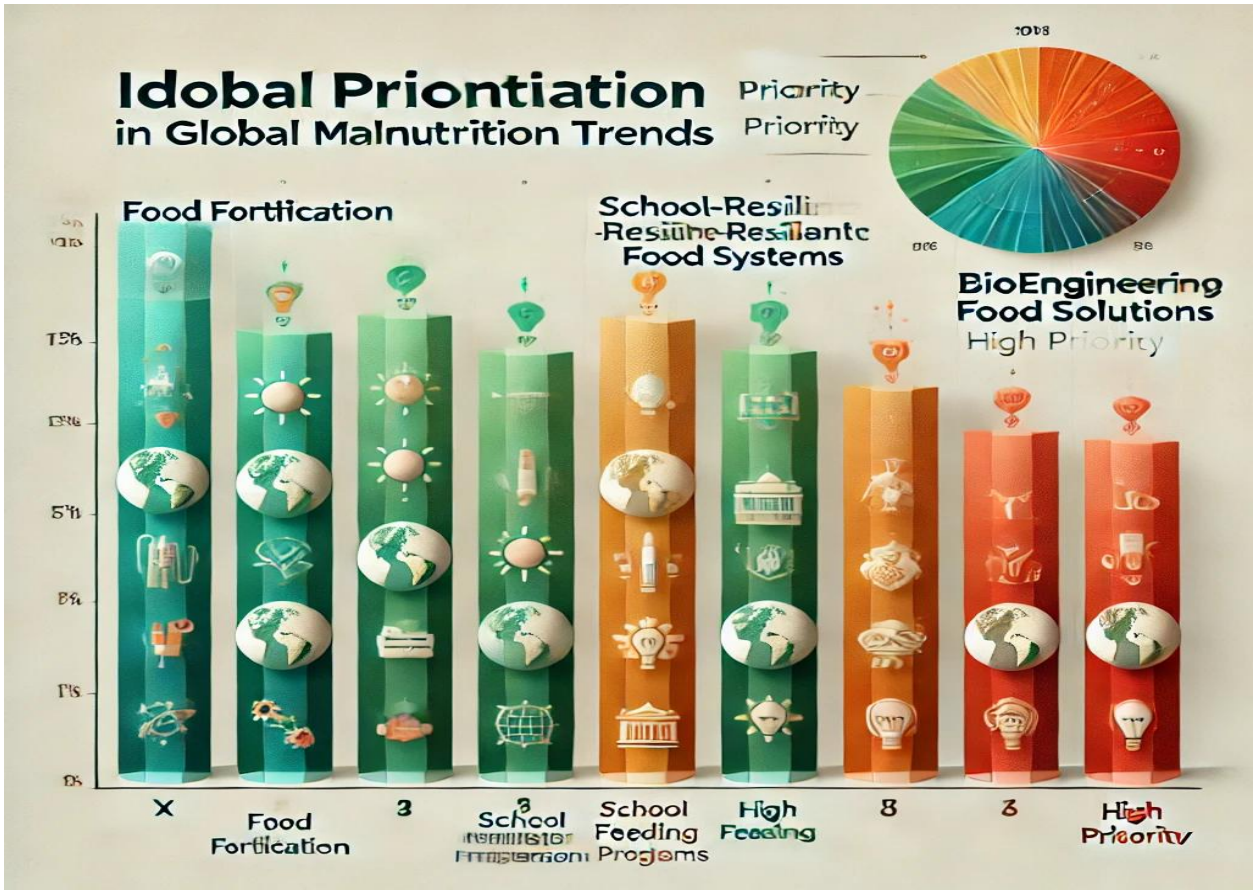
2 Collaborative Discussion

- Brainstorm global malnutrition challenges:
  - Food insecurity in developing countries
  - Child malnutrition in conflict zones
  - Urban food deserts & poor nutrition
  - Climate change's impact on food production
- Use data-driven insights to validate the severity of each issue.

3 Selecting the Problem Statement

- Define selection criteria:
- ✅ High impact (affects a large population)
- ✅ Feasibility (solvable with available resources)
- ✅ Sustainability (long-term impact)
- ✅ Innovation potential (new or scalable solutions)
- Vote or use a decision matrix to finalize the most pressing issue.

Step-2: Idea Prioritization



Prioritization Framework (Eisenhower Matrix)

A simple **Impact vs. Feasibility** matrix can be used:

Impact \ Feasibility	**High Feasibility**	**Low Feasibility**
High Impact	**Top Priority** (e.g., food fortification programs, maternal nutrition)	**Strategic Investment** (e.g., climate-resilient food systems)
Low Impact	**Quick Wins** (e.g., school feeding programs)	**Long-term Research** (e.g., bioengineering food solutions)