

Ideation Phase

Define the Problem Statements

Date	14 March 2025
Team ID	PNT2025TMID07288
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:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Customer Problem Statement: Finding Global Food Production Trends

Problem Statement (PS)	I am (Farmer/Researcher/Policy maker)	I'm trying to	But	Because	Which makes me feel
PS-1	A data analyst or agricultural researcher	Analyze global food production trends using Power BI	The dataset is vast, covering multiple commodities and regions	Production patterns vary significantly over time, requiring complex visualizations and insights	Overwhelmed by data complexity and the challenge of extracting meaningful trends
PS-2	An agricultural policymaker or strategist	Optimize resource allocation by identifying key production regions and trends	Factors like climate change and economic shifts affect long-term production trends	Accurate forecasting of staple crops like wheat, maize, and rice is crucial for food security	Concerned about making informed decisions to ensure sustainable agriculture

Customer Problem Statement Template

I am

A farmer/researcher

An agricultural analytics manager

I'm trying to

Predict plant growth stages using data

Optimize crop yield with predictive analytics

But

Data complexity makes analysis slow and error-prone

Optimize crop yield with predictive analytics

Because

Multiple factors influence growth, making manual tracking inefficient

Data comes in formats and quality, requiring extensive preprocessing

Which makes me feel

Overwhelmed and uncertain

Frustrated and concerned about accuracy