Ideation Phase
Define Problem Statements

Team ID: LTVIP2026TMIDS24962
Team Size: 4
Team Leader: Maddi Ganesh
Team Members:
Satwik Vemuri
Sobha Vinay Babu Merugumala
Polimetla Naveen Kumar **Project:** Empowering India: Union Budget Analysis

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Customer Problem Statement

Objective: To articulate the specific challenges faced by our target users (Entrepreneurs, Analysts, and Citizens) when trying to understand the Union Budget.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Tech Startup Founder in the Renewable Energy sector.	Identify specific government grants and R&D incentives allocated in the budget to plan my next fiscal year.	I cannot easily find relevant data amidst thousands of pages of PDF documents.	The data is unstructured, scattered across different Ministry reports, and lacks a search/filter mechanism.	Overwhelmed and uncertain about my strategic investment decisions.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-2	A Healthcare Policy Researcher.	Analyze the trends in healthcare spending (Actuals vs Estimates) over the last 3 years to publish a report.	It takes weeks to manually consolidate and clean the data from multiple Excel sheets.	There is no unified dashboard that visualizes historical data alongside future estimates in a single view.	Frustrated and inefficient, spending time on data entry rather than analysis.
PS-3	A conscious Citizen and Taxpayer.	Understand how the government is spending public money on infrastructure like roads and railways.	The technical financial jargon and raw numbers are difficult to interpret.	There are no simple, interactive visualizations that break down complex "Demands" into understandable charts.	Disconnected from the nation's development progress.

Summary

The core problem identified is the **accessibility and interpretability gap**. While the data exists, it is not in a format that empowers decision-making. Our solution (The Dashboard) bridges this gap by transforming raw tabular data into interactive, visual insights.