

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	PNT2025TMID00596
Project Name	Power BI Inflation Analysis Journeying Through Global Economic Terrain
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.

I am	Describe customer with 3-4 key characteristics - who are they?	A Business owner I am a business owner who is responsible for the financial health of the company.
I'm trying to	List their customer or "job" the care about - what are they trying to achieve?	forecast inflation trends to adjust pricing strategies and manage operational costs I want to be able to forecast inflation trends so I can adjust my pricing strategies and manage my operational costs more effectively.
But	Describe what problems or barriers stand in the way - what bothers them most?	I lack an intuitive and dynamic tool that allows me to compare inflation rates and their impact on different sectors I currently lack an intuitive and dynamic tool that allows me to compare inflation rates and their impact on different sectors, which makes it difficult for me to make informed decisions.
Because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	existing financial dashboards do not provide comprehensive, real-time visual insights with predictive capabilities The existing financial dashboards I use do not provide comprehensive, real-time visual insights with predictive capabilities, which is why I am having trouble managing my financial health.
Which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	uncertain about financial planning and risk management, leading to potential revenue loss This situation makes me feel uncertain about my financial planning and risk management, which could lead to potential revenue loss for my business.

