

I am

A farmer

**A food
company
executive**

**A policy
maker**

**A coffee
producer**

**A data
analyst**

**A grocery
store owner**

A consumer

I'm trying to

**Increase my
crop yield**

**Optimize
supply chain
efficiency**

**Ensure food
security in
my region**

**Expand my
market
globally**

**Identify key
food
production
trends**

**Stock the
right amount
of fresh
produce**

**Buy fresh
and
affordable
food**

But

**I lack access
to modern
agricultural
technology**

**Data on food
production
trends is
scattered**

**I struggle to
compete
with larger
brands**

**There are
unpredictable
fluctuations
in food
production**

**I can't
predict
demand
accurately**

**Prices keep
increasing**

**The dataset
is too large
and complex**

Because

**I can't afford
expensive
machinery**

**Weather
conditions
and demand
vary**

**I need reliable
insights to
make informed
decisions**

**I lack
marketing
resources and
international
connections**

**Consumer
preferences
keep
changing**

**Supply chain
disruptions
affect
availability**

**I need
better data
visualization
tools**

Which makes me feel

**Frustrated
and helpless**

**Stressed and
uncertain**

**Frustrated
and
inefficient**

**Anxious
about losses**

**Frustrated
and worried**

**Overwhelme
d and
concerned**

**Disheartene
d and
limited**