

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	PNT2025TMID02713
Project Name	Power BI Inflation Analysis Journeying Through Global Economic Terrain
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Section	
1. Customer Statements (CS)	"We need a dynamic and interactive way to analyze inflation trends globally." "Existing reports lack real-time visualization and predictive insights."
2. Jobs-To-Be-Done / Problems (J&P)	How can businesses and policymakers make data-driven inflation decisions? Lack of an intuitive tool for tracking and forecasting inflation trends.
3. Customer Constraints (CC)	Limited access to real-time global inflation data sources. Need for user-friendly dashboards for non-technical users.
4. Problem Root Cause (RC)	Inflation data is fragmented across different sources and formats. Traditional analysis methods are static and lack predictive modeling.
5. Available Solutions (AS)	Spreadsheets, government reports, and static dashboards. Complex statistical models that require expertise to interpret.
6. Behavior (BE)	Businesses, investors, and policymakers struggle with outdated inflation insights. Market analysts rely on cumbersome manual reports.

Section	
7. Triggers (TR)	Uncertain economic conditions drive the need for better forecasting tools. Rising inflation concerns demand more interactive and accessible solutions.
8. Your Solution (SL)	A Power BI dashboard that integrates real-time global inflation data, interactive analytics, and predictive insights. User-friendly visualizations that make economic trends accessible to all.
9. Emotions: Before / After (EM)	Before: Frustration with static and delayed inflation reports. After: Confidence in making informed economic decisions with real-time insights.

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>