

Project Initialization and Planning Phase

Date	19 June 2025
Team ID	Power BI
Project Name	Power BI Inflation Analysis: Journeying Through Global Economic Terrain
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

A multinational corporation operates in a diverse market seeks to optimize the pricing strategies, mitigates risks and make the informed investment decisions. We need inflation data to offer tailored recommendations aligned with each market's economic condition. We need to build an analysis with insightful visualisations and strategic recommendations through data collection, preparation and modeling. We need to provide the insightful information to the stakeholders to make the decision. We should deliver an interactive Power BI dashboard showcasing inflation trends and a comprehensive report summarizing analysis findings and recommendations.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Multinational corporation	Optimize pricing strategies, mitigate risks, and make informed investment decisions.	Lack of Data Integration and Standardization, limited Historical Data Accessibility and Complex Economic Interdependencies.	It has a lack of standardized data sources, integration methods, inconsistencies and limited accessibility . Changes in one country's inflation rate can have effects on other parts of the world. This makes it hard to figure out what causes inflation in different countries.	It makes it harder to get accurate and complete information about how inflation changes around the world. It may also be hard to find the long-term patterns and correlations that are needed to make smart decisions and predictions, and it may require complex modeling methods.

PS-2	Data driven strategic team	Offer tailored recommendations aligned with each market's unique economic conditions.	Different regions and organizations may report inflation data differently, leading to inconsistencies	The lack of standardization hampers the ability to provide accurate and comprehensive insights into inflation dynamics worldwide.	We might struggle to identify long-term patterns and correlations necessary for making informed decisions and projections.
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