

Project Initialization and Planning Phase

Date	20 June 2025
Team ID	
Project Name	Global Malnutrition Trends: A Power BI Analysis (1983-2019)
Maximum Marks	3 Marks

Define Problem Statements (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 your customers' challenges. 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?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the user about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problems or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am a traveler	I'm trying to book flights on my phone	but it takes a long time	because The website is not responsive and doesn't have a mobile version	which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A global health policymaker	Understand how income levels affect child malnutrition	But I can't interpret the data clearly	Because it's scattered across countries, years and other classifications	Which makes me feel uncertain about effective decision-making

PS-2	A health organization	Identify countries that need urgent intervention for child malnutrition	But it's hard to detect trends in raw datasets	Because the data lacks effective visualizations	Which makes them feel confused and unable to prioritize
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