

Define CS, fit into CC

1. Customer Segment(s)

CS

Economists, financial analysts, policymakers, researchers, business owners, and students studying economic trends.
Organizations requiring inflation insights for decision-making.

6. CUSTOMER CONSTRAINTS

CC

Limited knowledge of data analytics and visualization.
Access to reliable and updated inflation data.
Time constraints for manual data analysis.
Budget limitations for purchasing expensive data analytics tools..

5. Available Solutions

AS

Raw inflation data from government sources (e.g., World Bank, IMF).
Spreadsheets (Excel, Google Sheets) for manual analysis.
News articles and research papers (limited real-time analysis).
Other data visualization tools (Tableau, Google Data Studio).

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. Jobs-to-be-Done / Problems

J&P

Understanding historical and current inflation trends globally.
Identifying the factors contributing to inflation.
Comparing inflation rates across different countries and time periods.
Using data-driven insights for financial decision-making and policy formulation.

9. Problem Root Cause

RC

Inflation data is often available in raw, unstructured formats, making analysis difficult.
Traditional tools (Excel, reports) lack interactive visualization capabilities.
Decision-makers struggle to interpret inflation trends efficiently.

7. BEHAVIOUR

BE

Searching for inflation-related data from government or financial sources.
Manually entering data in Excel and creating graphs.
Referring to economic research papers and news articles.
Using free/paid data visualization tools for better insights.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. Triggers

TR

Economic fluctuations and uncertainty.
Government policy changes affecting inflation rates.
Businesses planning pricing strategies and financial projections.
Researchers and students analyzing inflation for academic or professional reports.

4. EMOTIONS: BEFORE / AFTER

EM

Before: Frustration, confusion due to lack of clear inflation insights, difficulty in comparing inflation data.
After: Confidence, clarity in decision-making, ability to visualize inflation trends effectively.

10. YOUR SOLUTION

SL

Power BI dashboard for interactive inflation trend visualization.
Automated data cleaning and transformation for better usability.
Comparative analysis tools to evaluate inflation across countries and periods.
Customizable reports to help businesses, analysts, and students make data-driven decisions.

8. Channels of Behavior

CH

8.1 ONLINE
Downloading inflation datasets from websites like IMF, World Bank, and government portals.
Using online data visualization tools.
Watching YouTube tutorials on Power BI for financial analysis.
Engaging in economic discussions on LinkedIn, Reddit, or financial blogs.

8.2 OFFLINE
Reading newspapers, books, and economic reports.
Attending seminars, workshops, and conferences on finance and inflation.
Consulting professors, financial analysts, or policy experts.

Extract online & offline CH of BE