

Ideation Phase
Define the Problem Statements

Date	28 March 2025
Team ID	PNT2025TMID07133
Project Name	Power BI Inflation Analysis: Journeying Through Global Economic Terrain
Maximum Marks	2 Marks

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 the challenges your customers face. 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.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Corporate Executives	use inflation insights to adjust company strategies and optimize investments.	struggle to develop long-term financial strategies	inflation data is inconsistent and lacks standardization across global markets.	Frustrated by inconsistent inflation data and reporting formats.
PS-2	Government & Policy Makers	Use inflation analysis for monetary policies and economic industries	struggle to implement effective economic policies	data inconsistencies and unpredictable impact of inflation on different industries.	Uncertain about long-term economic trends.

Customer Problem Statement Template

I am



I'm trying to



But



Because



Which makes me feel

