

Project Design Phase

Problem – Solution Fit Template

Date	26 March 2025
Team ID	PNT2025TMID07133
Project Name	Power BI Inflation Analysis: Journeying through 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.**

Template:

Problem-Solution fit canvas 2.0		Purpose / Vision	
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">CS</div> </div> <div style="margin-top: 10px;"> <p>Financial Analysts</p> <p>Economists and Policymakers</p> <p>Investors and Traders</p> <p>Business Strategists</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">6. CUSTOMER CONSTRAINTS</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">CC</div> </div> <div style="margin-top: 10px;"> <p>Difficulty in accessing and consolidating data from multiple sources.</p> <p>Lack of technical expertise in complex economic data analysis.</p> <p>Limited time to manually process and</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore AS,</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">5. AVAILABLE SOLUTIONS</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">AS</div> </div> <div style="margin-top: 10px;"> <p>Government and institutional reports</p> <p>Traditional spreadsheet analysis</p> <p>Manually compiled financial research reports.</p> <p>Bloomberg Terminal and other financial market tools</p> </div> </div> </div>	
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">J&P</div> </div> <div style="margin-top: 10px;"> <p>Tracking inflation trends across different countries.</p> <p>Comparing inflation rates historically and regionally.</p> <p>Understanding the impact of inflation on various economic sectors.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">9. PROBLEM ROOT CAUSE</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">RC</div> </div> <div style="margin-top: 10px;"> <p>Inflation data is scattered across multiple institutions.</p> <p>Economic insights require deep technical expertise.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">7. BEHAVIOUR</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">BE</div> </div> <div style="margin-top: 10px;"> <p>Download inflation reports manually from IMF, World Bank, and central banks.</p> <p>Use Excel spreadsheets for calculations and charting.</p> <p>Rely on expensive financial tools like Bloomberg for in-depth analysis.</p> <p>Read financial news and reports but lack real-</p> </div> </div> </div>	
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">3. TRIGGERS</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">TR</div> </div> <div style="margin-top: 10px;"> <p>Market volatility due to inflation fluctuations.</p> <p>Interest rate changes by central banks.</p> <p>Economic policy changes affecting inflation.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">10. YOUR SOLUTION</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">SL</div> </div> <div style="margin-top: 10px;"> <p>Automated Data Integration: Pulls inflation data from multiple sources.</p> <p>Real-time Dashboards: Visualizes inflation trends globally.</p> <p>User-Friendly Design: Provides an easy-to-navigate platform for financial analysts.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">CH</div> </div> <div style="margin-top: 10px;"> <p>Participate in online economic forums and LinkedIn groups.</p> <p>Discuss inflation trends with colleagues and clients.</p> </div> </div> </div>	
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-weight: bold; font-size: 0.8em;">4. EMOTIONS: BEFORE / AFTER</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold; font-size: 0.7em;">EM</div> </div> <div style="margin-top: 10px;"> <p>Before: Overwhelmed, uncertain, and frustrated due to fragmented data sources.</p> <p>After: Informed, confident, and in control with access to clear, real-time inflation insights.</p> </div> </div> </div>			