

Define CS, fit into	<div><div>1. CUSTOMER SEGMENT(S) i</div><div>CS</div><div>Financial Analysts</div><div>Economists and Policymakers</div><div>Investors and Traders</div><div>Business Strategists</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><div>Difficulty in accessing and consolidating data from multiple sources.</div><div>Lack of technical expertise in complex economic data analysis.</div><div>Limited time to manually process and</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><div>Government and institutional reports</div><div>Traditional spreadsheet analysis</div><div>Manually compiled financial research reports.</div><div>Bloomberg Terminal and other financial market tools</div></div>	Explore AS, tap into CS
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&amp;P</div><div>Tracking inflation trends across different countries.</div><div>Comparing inflation rates historically and regionally.</div><div>Understanding the impact of inflation on various economic sectors.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>Inflation data is scattered across multiple institutions.</div><div>Economic insights require deep technical expertise.</div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div>Download inflation reports manually from IMF, World Bank, and central banks.</div><div>Use Excel spreadsheets for calculations and charting.</div><div>Rely on expensive financial tools like Bloomberg for in-depth analysis.</div><div>Read financial news and reports but lack real-time data.</div></div>	
	<div><div>3. TRIGGERS</div><div>TR</div><div>Market volatility due to inflation fluctuations.</div><div>Interest rate changes by central banks.</div><div>Economic policy changes affecting inflation.</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>Before: Overwhelmed, uncertain, and frustrated due to fragmented data sources.</div><div>After: Informed, confident, and in control with access to clear, real-time inflation insights.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>Automated Data Integration: Pulls inflation data from multiple sources.</div><div>Real-time Dashboards: Visualizes inflation trends globally.</div><div>User-Friendly Design: Provides an easy-to-navigate platform for financial analysts.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div>Participate in online economic forums and LinkedIn groups.</div><div>Discuss inflation trends with colleagues and clients.</div></div>	

