Project Design Phase
Problem – Solution Fit Template

Date	20th March 2025
Team ID	PNT2025TMID06806
Project Name	Global Energy Trends:A Comprehensive Analysis of Key Regions and Generation Modes using Power BI
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.**

Here is the **Problem-Solution Fit Template for Global Energy Trends:**

Section	**Description**
1.Customer Segment(s) (CS)	Government policymakers analyzing energy trends for sustainable development. Energy sector companies aiming for efficient resource utilization. Researchers studying renewable vs. non-renewable energy consumption. Environmental organizations tracking CO_2 emissions and climate change impact.
2. Problems / Pains (PR)	Lack of easily interpretable visual data on energy trends. Difficulty in comparing renewable vs. non-renewable energy usage globally. Limited access to real-time data for energy policy decision-making. Inconsistent energy reporting standards across different regions.

3. Triggers to Act (TR)	Urgent need for cleaner and sustainable energy solutions. Government initiatives pushing for data-driven energy policies. Rising public awareness about climate change and carbon footprints. Businesses aiming to transition towards renewable energy sources.
4. Emotions (EM)	**Before:** Confused, overwhelmed, uncertain about energy trends. **After:** Informed, confident, empowered to make data-driven decisions.
5. Available Solutions (AS)	Traditional energy reports with complex statistical data. Static dashboards that require frequent manual updates. Basic spreadsheets with large volumes of raw data but poor insights.
6. Customer Limitations (CL)	Lack of technical expertise to analyze large datasets. Budget constraints in acquiring advanced analytics tools. Dependence on outdated and fragmented energy reports. Limited access to real-time energy trend data.
7. Behavior & Intensity (BE)	Policymakers rely on periodic energy reports, making slow decisions. Companies manually collect and process energy data, leading to inefficiencies. Researchers struggle with inconsistent and incomplete datasets.
8. Channels of Behavior (CH)	**Online:** Power BI dashboards, government energy portals, research publications. **Offline:** Printed reports, policy briefings, academic conferences.
9. Problem Root / Cause (RC)	Data fragmentation across different energy sectors and regions. Lack of an interactive tool to visualize and compare energy trends. Inconsistent energy data collection and reporting standards worldwide.
10. Your Solution (SL)	**A Power BI-based data analytics platform that:** Provides **interactive dashboards** to visualize global energy trends. Compares **renewable vs. non-renewable energy** production and consumption. Offers **real-time insights** into top energy-producing and consuming nations. Helps policymakers and businesses make **data-driven decisions** for sustainability.