

## Project Initialization and Planning Phase

Date	15 March 2024
Team ID	VIP-C3
Project Name	Global Food Production Trends and Analysis: A Comprehensive Study from 1961 to 2023 Using Power BI
Maximum Marks	3 Marks

### Define Problem Statements (Customer Problem Statement Template):

**Customer Problem Statement Template**

I am	I'm trying to	But	Because	Which makes me feel
a strategic decision-maker at ABC Company focused on the agricultural sector.	gain a comprehensive understanding of global food production trends for key commodities like rice, wheat, and fruits from 1961 to 2023.	it is difficult to identify regional production leaders and historical growth trajectories across decades of massive data points.	agricultural data is often fragmented or lacks the insightful visualizations needed to compare different entities and crop types effectively.	uncertain when making high-stakes strategic decisions regarding global supply and food security

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a strategic decision-maker at ABC Company focused on the agricultural sector.	gain a comprehensive understanding of global food production trends for key commodities like rice, wheat, and fruits from 1961 to 2023.	it is difficult to identify regional production leaders and historical growth trajectories across decades of massive data points.	agricultural data is often fragmented or lacks the insightful visualizations needed to compare different entities and crop types effectively.	uncertain when making high-stakes strategic decisions regarding global supply and food security.

PS-2	an agricultural market analyst for ABC Company who needs to monitor regional shifts in crop dominance.	compare production volumes between regions—such as Africa’s lead in coffee versus Europe and Asia’s roles in fruit—to identify emerging supply hubs.	the sheer scale of production (ranging from 1 billion tonnes of tea to 203 billion tonnes of wheat) makes it hard to visualize regional contributions side-by-side.	traditional reports lack the interactive, stacked, and gauged visualizations required to see how specific entities contribute to the global total over time.	overwhelmed by the data complexity and concerned that I might miss critical regional growth trends like the rise in maize production.
------	--	--	---	--	---