

## Project Initialization and Planning Phase

Date	27 September 2025
Skillwallet ID	SWUID20250200484
Project Name	Power BI Inflation Analysis: Journeying Through Global Economic Terrain
Maximum Marks	3 Marks

### Define Problem Statements (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 your customers' challenges. 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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	The <b>Executive</b> responsible for ensuring our global pricing and investments actually work across different countries.	<b>Successfully optimize our pricing and investment strategies</b> across all our international markets to maximize profit.	I can't get a <b>single, clear, and up-to-the-minute picture</b> of what inflation is doing worldwide	Every region reports data differently—it's <b>inconsistent, scattered, and not standardized</b> , meaning I have to waste time manually cleaning unreliable data.	<b>Frustrated, inefficient</b> , and constantly worried that our forecasts are <b>wrong and costing us money</b> .

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PS-2	The <b>Risk Analyst</b> whose core job is to predict and hedge against financial threats from volatile markets.	<b>Accurately predict</b> where our financial risks are coming from and trace how inflation spreads from one economy to the next.	It's almost <b>impossible to reliably predict these risks</b> because inflation in one country instantly causes complex, unpredictable ripple effects everywhere else.	These <b>economic interdependencies</b> are too complex to model simply, and we often <b>lack the deep historical data</b> needed for reliable long-term forecasting.	<b>Exposed, unprepared, and anxious about sudden, unpredictable market shocks that could derail our budgets.</b>