Historical food production data to trends, optimize agricultural strategies, and visual insights.

Entice

How Users Discover the Project

Enter

Setting Up the Data

Engage

Core Process in Power BI

Exit

Expanding the Project's Scope

Extend

What happens after the experience is over?

Experience steps

What does the customer at the center of this scenario typically experience in each step?

- Users are drawn by the need to analyze global food production trends.
- Users need clean, structured data for effective insights.
- They upload CSV, Excel, datasets into Poer BI.
- They transform raw data into usable formats
- Users gather data from FAO, government reports, and historical sources.
- They filter, clean, and preprocess data using Power Query and Python (if needed).
- They validate and clean the data for further analysis.
- They ensure data consistency and remove anomalies.
- Users might add newer datasets over time for continuous tracking.
- Users may automate transformations for future datasets.

Interactions

What interactions do they have at each step along the way?

- **People:** What they see or talk to?
- **Places:** Where are they?

- Data analysts, researchers, policymakers
- Online data repositories Excel, SQL databases
- Users interact with tutorials, support teams, or system guides.
- Registration portals, data upload sections, Power BI dashboard overview.
- Users collaborate with data scientists, analysts, and policymakers.
- Interactive Power BI dashboards, trend analysis sections, and recommendation panels.
- Users finalize reports and discuss insights with stakeholders.
- Report generation and export sections, decision-making meetings.
- sers share insights with policymakers, farmers, and organizations.
- Integration with other platforms (e.g., government food security portals).

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Users want to explore how data-driven insights can improve food production strategies.
- Curiosity about trends, optimizing agricultural decisions, and policy-making improvements.
- Users want an easy-to-use system to analyze food production data.
- onboarding experience, clear instructions, and access to sample datasets.
- Users seek meaningful insights from data to improve food production and decision-making.
- Interactive dashboards, accurate trend predictions, and region-wise insights.
- Users aim to generate comprehensive reports for decision-making.
- Data-backed strategies, exportable reports, and predictive insights for future planning.
- Users want to continuously refine predictions and integrate new data sources.
- Keeping up with evolving trends, improving model accuracy, and scaling the solution for broader use.

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating and exciting?

- Users feel about the possibility of leveraging data to optimize food production.
- They appreciate an intuitive platform that is actionable insights.
- onboarding with clear guidance makes a user's feel confident in using the system.
- Sample datasets and tutorials provide a hands-on learning experience.
- Users successfully visualize trends and filters make data-driven decisions.
- Interactive dashboards and customizable make insights easy to understand.
- Users generate well-structured reports that provide clear recommendations.
- The system delivers accurate predictions, reinforcing trust in the platform.
- Users appreciate the ability to add new datasets and refine analysis over time.
- Continuous improvements and model updates keep the system relevant and valuable.

Negative moments

What steps does a typical person find frustrating, confusing, costly, or time consuming?

- Lack of clear messaging about benefits

Areas of opportunity

How might we make each step better? What ideas do we have? What are the others suggestions?

- Interactive demos or free trials to understand ease of use and insights.
- Implement data validation to automatically correct formatting issues.
- Insights and recommendations for better decision-making.
- Generate automated action plans based on findings to help users implement improvements.
- Provide periodic updates and model improvements to enhance prediction accuracy.