

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	PNT2025TMID02769
Project Name	Power BI Inflation Analysis Journeying Through Global Economic Terrain
Maximum Marks	2 Marks

#### 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 the challenges your customers face. 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.

#### I AM

- 1) I am a data analyst at a global consulting firm specializing in economic forecasting.
- 2) I am a business intelligence consultant working with multinational corporations on economic forecasting.

#### I'm trying to

- 1) I am trying to create a detailed Power BI dashboard to track inflation trends across various countries and identify the underlying causes of inflation globally
- 2) I am trying to create a detailed Power BI dashboard to track inflation trends across various countries and identify the underlying causes of inflation globally

### **But**

- 1) But I am facing challenges in importing and aggregating data from multiple sources, some of which are inconsistent and not standardized for analysis.
- 2) But I am facing difficulty in importing data from multiple sources.

### **Because**

- 1) Because different countries report their inflation data in varying formats, with differing time periods and reporting standards, making it difficult to merge them into a cohesive model
- 2) Because the data I'm using is often outdated or inconsistent, and the forecasting models in Power BI aren't able to incorporate all the variables that affect inflation effectively, leading to unreliable predictions

### **Which makes me feel**

- 1) Which makes me feel frustrated and overwhelmed, as it's hard to provide accurate, timely insights without spending excessive time cleaning and normalizing the data
- 2) Which makes me feel concerned, as the reports and insights we provide to clients may not be as accurate or reliable as they should be, potentially affecting business decisions.