

## Ideation Phase

### Empathize & Discover

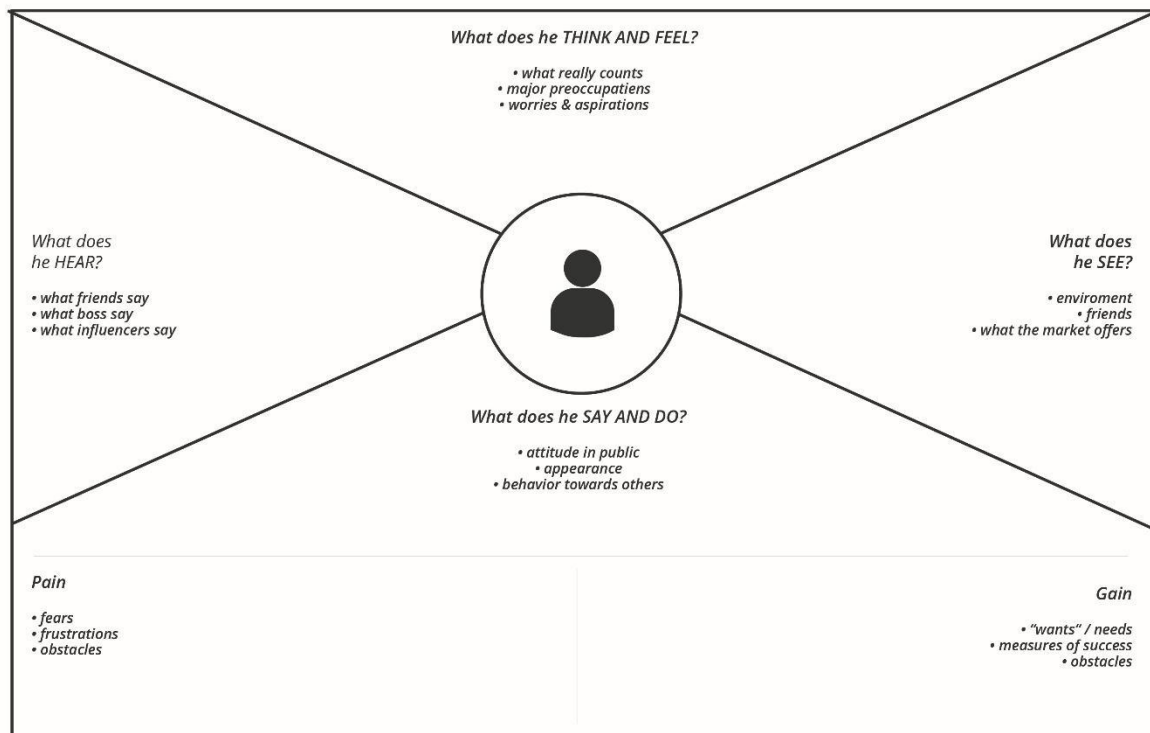
Date	21 MARCH 2025
Team ID	PNT2025TMID06667
Project Name	Project - Power BI Inflation Analysis Journeying Through Global Economic Terrain.
Maximum Marks	4 Marks

#### Empathy Map Canvas:

The Empathy Map Canvas for the "Power BI Inflation Analysis – Journeying Through Global Economic Terrain" project focuses on understanding the needs, challenges, and expectations of key users, including policymakers, economists, business analysts, and researchers. These users think about how inflation impacts economic stability, business decisions, and financial planning, constantly seeking accurate and real-time data to make informed choices. They see static government reports, complex spreadsheets, and scattered inflation data, making it difficult to analyze trends effectively. Users often say they need interactive dashboards, real-time insights, and predictive analytics to track inflation trends across different countries and economic sectors. They hear discussions from financial experts, business leaders, and economic analysts about inflation fluctuations, interest rates, and market disruptions, reinforcing the need for reliable forecasting tools.

#### Example:

#### Empathy Map



**Example:**Project - Power BI Inflation Analysis Journeying Through Global Economic Terrain.

