

Ideation Phase
Define the Problem Statements

Date	13 OCT 2023
Team ID	NM2023TMID09424
Project Name	Globetrek Insights: Navigating Global Country Data With Ibm Cognos

Customer Problem Statement:

Customer 1 (Global Business Analyst)
"As a global business analyst, I struggle to access and decipher the abundance of global country data available. The absence of a streamlined platform for prioritizing data insights hampers my ability to make informed decisions. I need a user-friendly and cost-effective solution to efficiently analyze and visualize this data, enabling me to better understand international markets, assess risks, and allocate resources."
Customer 2 (Government Policy Advisor)
"In my role as a government policy advisor, I grapple with the challenge of comprehending complex social, economic, and political trends across countries. The lack of a reliable tool to assist in this process makes it difficult to provide policymakers with data-driven recommendations for international relations and trade agreements. I'm in need of a solution that simplifies access to and analysis of global country data, facilitating my role in shaping diplomatic and trade policies effectively."