Customer Journey Map:

Food Production Analysis Using Power BI

1. Awareness Stage

- **Who?** Food production managers, supply chain analysts, executives

- **Touchpoints:** Company meetings, industry news, word-of-mouth, demos, marketing materials

- **Pain Points:** Lack of visibility into real-time production data, difficulty in tracking inventory levels

- **Power BI Role:**

    o Demonstrating interactive dashboards through Power BI samples

    o Presenting key insights using Power BI reports

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2. Consideration Stage

- **Who?** IT teams, business analysts, data engineers

- **Touchpoints:** Product trials, vendor discussions, workshops

- **Pain Points:** Concerns about data integration, real-time tracking, and ease of use

- **Power BI Role:**

    o Connecting Power BI to food production databases (ERP, IoT sensors, Excel, SQL Server)

    o Showcasing AI-powered insights and forecasting in Power BI

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3. Decision Stage

- **Who?** Decision-makers (CFOs, CTOs, Operations Heads)

- **Touchpoints:** Cost-benefit analysis, stakeholder meetings, Power BI demonstrations

- **Pain Points:** Cost of implementation, training requirements, ROI measurement

- **Power BI Role:**

    o Presenting a Power BI dashboard showing potential cost savings and efficiency improvements

    o Offering Power BI Pro vs. Premium comparisons for scalability

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4. Implementation Stage

- **Who?** IT teams, Power BI developers, production managers

- **Touchpoints:** Power BI onboarding, API integration, training sessions
- **Pain Points:** Data migration, dashboard customization, user adoption
- **Power BI Role:**
    - Customizing Power BI dashboards with production KPIs (e.g., yield rate, waste reduction)
    - Integrating Power BI with real-time IoT sensor data for automated alerts

5. Adoption & Optimization Stage

- **Who?** End-users (factory operators, supply chain managers, quality control teams)
- **Touchpoints:** Daily reporting, feedback loops, continuous improvements
- **Pain Points:** Understanding data visualization, need for more drill-down options
- **Power BI Role:**
    - Training employees on Power BI's interactive reporting features
    - Setting up scheduled reports and mobile accessibility for real-time monitoring

6. Expansion & Advocacy Stage

- **Who?** Business leaders, analysts, stakeholders
- **Touchpoints:** Company-wide adoption, external case studies, word-of-mouth
- **Pain Points:** Scaling Power BI usage, new feature adoption
- **Power BI Role:**
    - Automating advanced analytics (e.g., predictive modeling for demand forecasting)
    - Expanding Power BI to other departments like sales, procurement, and logistics