

Project Design Phase-II

Customer Journey Map

Date	6 March 2025
Team ID	PNT2025TMID00093
Project Name	Power BI Inflation Analysis: Journeying Through Global Economic Terrain

Stage	Entice (How does the user initially become aware?)	Enter (What do people experience as they begin?)	Engage (What happens in core moments?)	Exit (What happens as the process finishes?)	Extend (What happens after the experience?)
Steps	Reads reports on inflation, searches for tools	Loads dataset into Power BI	Uses slicers & charts to explore trends	Saves reports & exports insights	Shares insights with teams, applies findings
Interactions	Online articles, economic reports	Power BI interface, data transformation	Slicers, line charts, filters, trend analysis	Export reports to Excel/PDF	Presentations, collaboration tools
Goals & Motivations	Understand global inflation trends	Load & clean data effectively	Identify inflation patterns by country & time	Generate meaningful insights	Use insights for business/economic decisions
Positive Moments	Finds relevant data	Smooth Power BI import	Charts provide clear trends	Report is informative & well-structured	Insights help in strategic decision-making
Negative Moments	Difficulties finding reliable data	Struggles with data cleaning	Charts lag with large datasets	Report export is limited	Lack of automated updates for new data
Areas of Opportunity	Provide a pre-processed dataset	Offer guided data transformation	Optimize Power BI performance	Improve report formatting options	Enhance automation & sharing capabilities