

#### WHO are we empathizing with?

 Audience: Economists, policymakers, business owners, consumers, financial analysts.



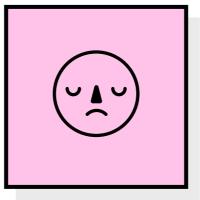
#### What do they HEAR?

- Inflation is rising, and it's impacting household budgets.
- We need to understand which sectors are most affected.
- How can we predict future trends and adapt strategies?



## What do they THINK and FEEL?

## **PAINS**



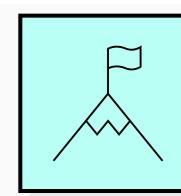
- Rising costs of essential goods.
- Unclear economic forecasts.
- Difficulty in identifying actionable insights from complex data



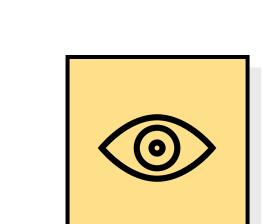
## **GAINS**

- Clear visualizations that simplify complex economic trends.
- Predictive models for better financial planning.
- Insights on how different industries are coping with inflation.



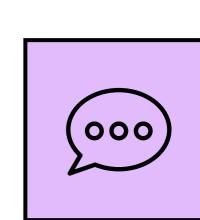


- Analyze Data: Identify inflation trends, key drivers, and affected sectors.
- Adapt Strategies: Adjust pricing, budgets, and investments.
- Forecast Trends: Use predictive models for future planning.
- Communicate Insights: Present clear, actionable reports to stakeholders.
- Mitigate Risks: Develop strategies to manage rising costs and economic uncertainty



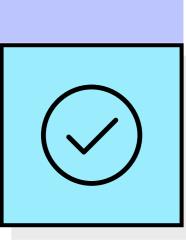
### What do they SEE?

- Economic News: Rising inflation rates, interest hikes, cost-of-living concerns.
- Market Trends: Price spikes in essentials, supply chain disruptions.
- Power BI Visuals: Line charts, heatmaps, KPI cards, sector comparisons.
- Real-World Impact: Businesses adjusting prices, consumers reducing spending.



#### What do they SAY?

- Inflation is rising, and it's impacting household budgets.
- We need to understand which sectors are most affected.
- How can we predict future trends and adapt strategies?



# What do they DO?

- Analyze market trends and economic data.
- Adjust business strategies or budgets.
- Engage in discussions about interest rates, currency value, and wages.

