



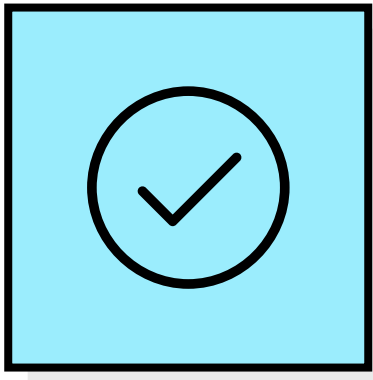
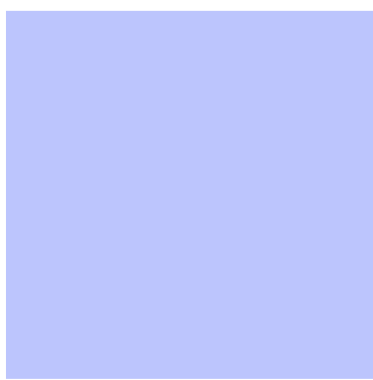
WHO are we empathizing with?

- Primary Users: Data scientists, policymakers, agricultural researchers, economists, supply chain managers.
- Secondary Users: Farmers, government agencies, NGOs, investors, and food industry leaders.



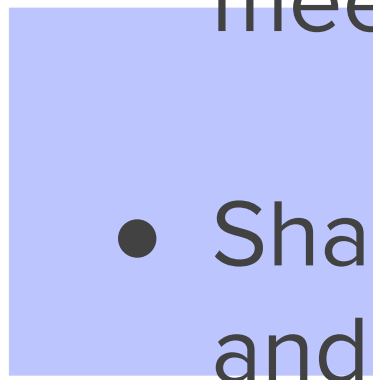
What do they HEAR?

- Media reports on food shortages, inflation, and climate impact.
- Scientific research on food production and sustainability.
- Expert discussions on AI, IoT, and innovations in agriculture.
- Government regulations and funding announcements.



What do they DO?

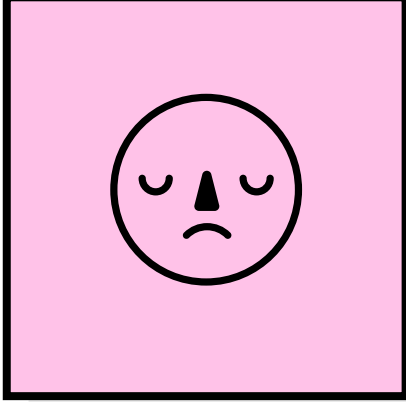
- Discuss insights on food security in meetings and reports.
- Share findings with policymakers and stakeholders.
- Recommend policies based on data insights.
- Suggest improvements in agricultural practices.
- Advocate for sustainable farming techniques.



GOAL

What do they THINK and FEEL?

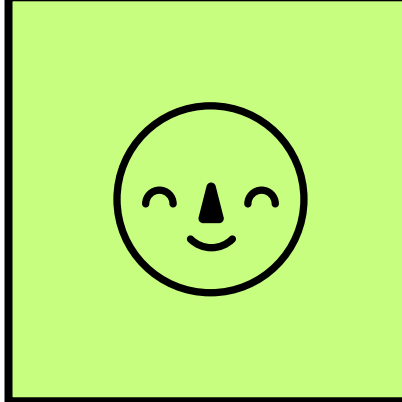
PAINS



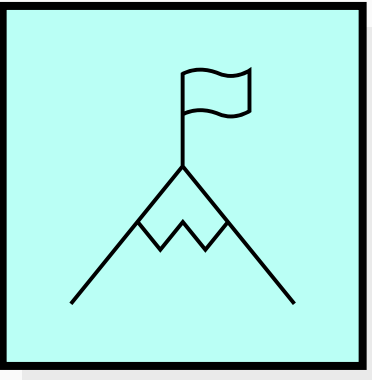
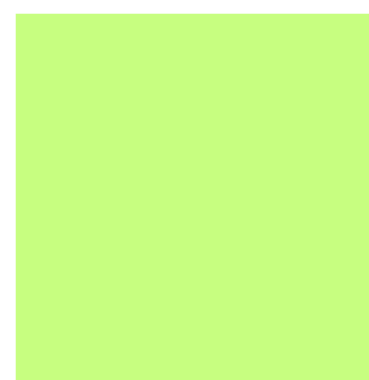
- Challenges in handling large datasets from multiple sources.
 - Inconsistencies in historical agricultural data.
- Need for real-time insights and predictive analytics.
- Difficulty in linking food production with socioeconomic factors.



GAINS

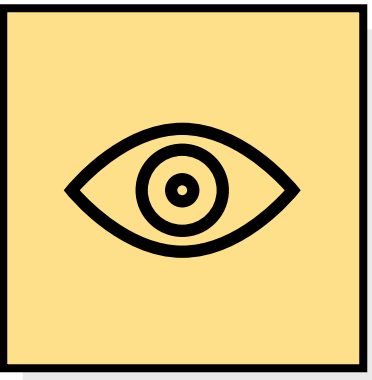


- Improved decision-making with data-driven insights.
- Better understanding of historical food trends.
- Identification of sustainable farming opportunities.
- Policy recommendations for global food security.



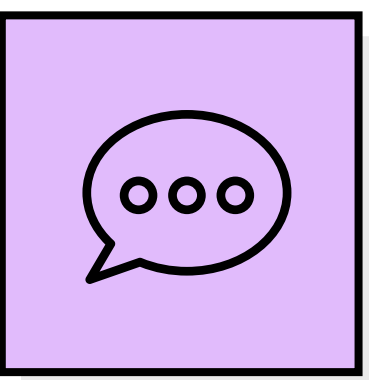
What do they need to DO?

- Analyze long-term food production trends globally.
 - Identify key patterns in crop yield, livestock production, and aquaculture.
 - Understand the impact of population growth, climate change, and technological advancements.
- Make data-driven decisions for sustainable agriculture.
- Predict future food security and supply chain risks.



What do they SEE?

- Interactive Power BI dashboards with global food production trends.
 - Regional variations and country-wise comparisons.
- Historical and forecasted food production metrics.
 - Visualizations on climate impact, yield efficiency, and food waste.
- Reports and presentations shared with stakeholders.



What do they SAY?

- Discuss insights on food security in meetings and reports.
 - Share findings with policymakers and stakeholders.
- Recommend policies based on data insights.
- Suggest improvements in agricultural practices.
- Advocate for sustainable farming techniques.

