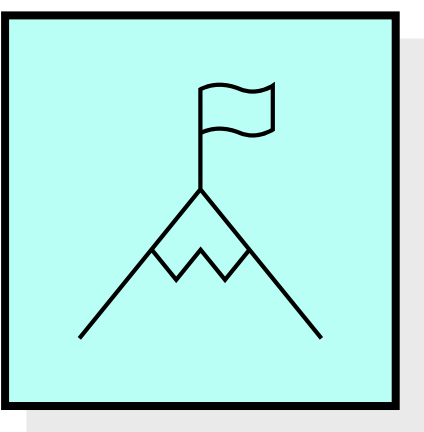


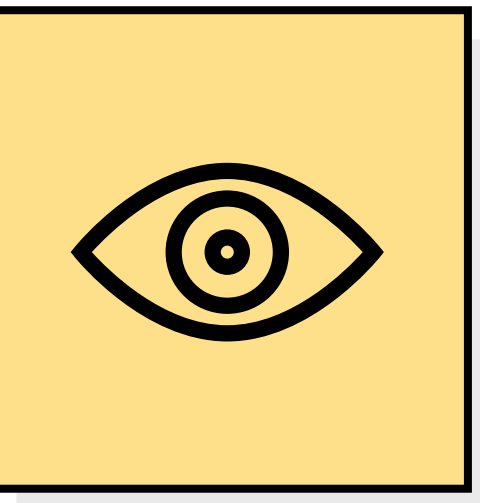
WHO are we empathizing with?

- User: Policymakers, Economists, Business Analysts, Researchers, Students
- Needs: Real-time inflation data insights, visual comparisons, and trend analysis.

What do they need to DO?

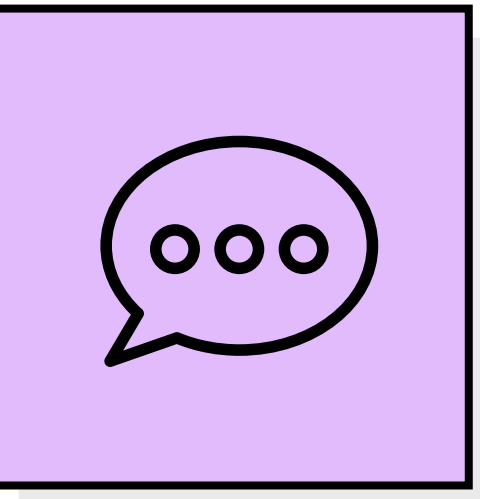


- Use Power BI to consolidate and visualize inflation trends effectively.
- Compare inflation rates across different countries and regions to identify patterns.
 - Identify key inflation drivers and correlations with economic events.
- Generate predictive insights for future economic trends.
- Improve policy-making and business strategies based on real-time insights.



What do they SEE?

- Data from multiple unreliable sources.
- News on inflation rates affecting global markets.
 - Economic crisis reports.
 - Financial market trends.



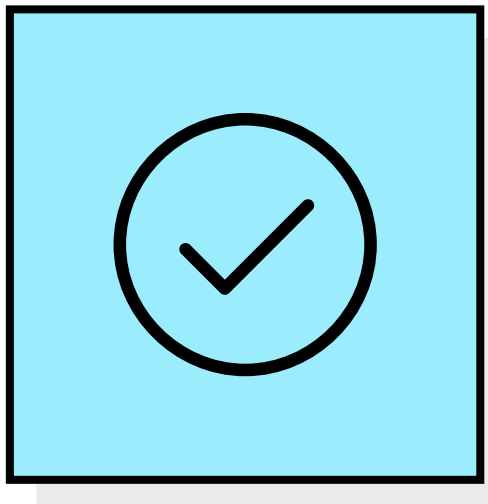
What do they SAY?

- Inflation trends impact global markets and decision-making.
- We need a reliable tool to track inflation fluctuations across different regions.
 - Comparing inflation rates between countries is difficult with scattered data sources



What do they HEAR?

- Discussions from economists & financial experts.
- Global economic summit reports.
- Policy changes from governments & central banks.



What do they DO?

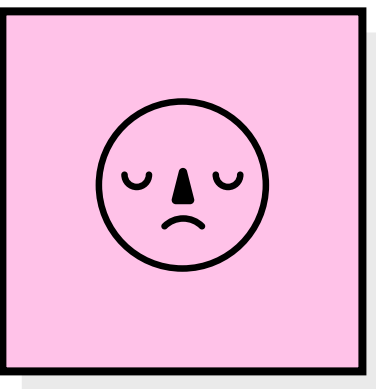
- Collect and analyze inflation reports from various sources.
- Make economic and business decisions based on inflation trends.
- Present insights to stakeholders and policymakers.

GOAL

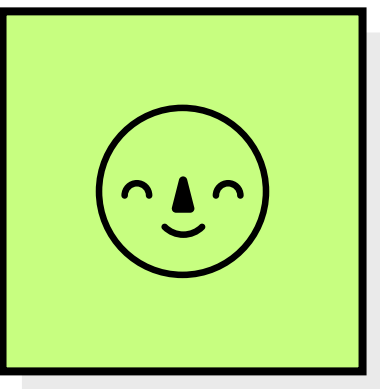
What do they THINK and FEEL?

- Are we heading towards a recession or economic recovery?
- How does inflation correlate with policy changes and global events?
- Can we predict future inflation trends based on historical data?
- I feel frustrated because inflation is hard to track due to scattered data sources.
- I worry about economic instability and how it affects businesses and policies.
- I hope for a better tool that provides real-time insights and predictive analysis.

PAINS



- Lack of consolidated and interactive inflation data.
- Rapid inflation fluctuations affecting businesses and policies.
- Difficulty in predicting future trends accurately.
- Scattered data sources make comparison and analysis complex.



GAINS

- A data-driven dashboard can provide clear insights for better forecasting.
- Regional comparisons and predictive insights help in better decision-making.
- Interactive visualizations make inflation analysis easier and faster.
- Policymakers can create better economic strategies based on real-time data.

What other thoughts and feelings might influence their behavior?

- Concern about economic crises and unexpected inflation surges.
- Fear of making incorrect financial or policy decisions due to lack of accurate data.
 - Pressure to provide reliable forecasts to stakeholders and governments.
- Desire for a simple, intuitive dashboard that doesn't require deep technical knowledge.
- Interest in automating data analysis to save time and improve efficiency.