

## Ideation Phase

### Empathize & Discover

Date	24 March 2025
Team ID	PNT2025TMID07094
Project Name	Global Malnutrition Trends: A Power BI Analysis (1983-2019)
Maximum Marks	4 Marks

#### Empathy Map Canvas:

Global malnutrition affects millions of people, particularly children, pregnant women, and low-income families in both rural and urban areas. These vulnerable groups struggle with inadequate nutrition due to poverty, food insecurity, and limited healthcare access. Policymakers, healthcare professionals, NGOs, and nutritionists are secondary stakeholders working to address these challenges.

Affected individuals often express concerns about the lack of access to nutritious food, stating that healthy options are either unavailable or too expensive. Many worry about their children's growth, the impact of climate change on food production, and the insufficiency of government support for nutrition programs. They think that if they had more financial resources, they could afford healthier diets, but they feel trapped in a cycle of poor nutrition and disease. There is a growing perception that food aid helps temporarily but does not provide a long-term solution.

