

Ideation Phase
Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMID49726
Project Name	Visualizing Housing Market Trends An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Business stakeholder	understand the key factors influencing house sales and pricing trends.	the data is large and complex, making it difficult to extract actionable insights.	it lacks visual representation and interactive tools to highlight trends and outliers.	overwhelmed and unsure about decision-making.
PS-2	A stakeholder seeking actionable insights for decision-making.	Understand key drivers of sales trends and profitability.	Existing reports lack interactivity and do not address specific business needs.	They don't highlight critical metrics like geographic trends and feature impacts.	Frustrated but optimistic about Tableau's potential to solve this.

2.2 EMpathy map

Empathy Map	
<p><i>What does THINK AND FEEL?</i></p> <ul style="list-style-type: none">• Delivering meaningful insights through iterations• Major preoccupations: Ensuring accuracy in data in dashboards <p><i>Worries & aspirations:</i> Balancing user-friendliness and depth of analysis</p>	
<p><i>What friends say</i></p> <p>"Interactive visualizations are the key to understanding data"</p> <p><i>What bosses say</i></p> <p>"Focus on highlighting key metrics and actionable insights"</p> <p><i>What influencers say</i></p>	<p><i>SEE?</i></p> <p>Environment: Stakeholders wanting actionable and interactive dashboards</p> <p><i>What the market offers</i></p> <p>Tools like Tableau, Excel, and competitors' dashboards</p>
<p>Fears: Missing critical insights or creating overly complex dashboards</p> <p>Frustrations: Cleaning inconsistent datasets or handling complex requirements</p>	<p><i>Gain</i></p> <ul style="list-style-type: none">• Wants/needs: Clear, interactive dashboards that simplify complex data• Measures of success: Stakeholder satisfaction, clarity of insights, and usability