

## Ideation Phase

### Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMID55900
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

ABC Company's real estate analysts and decision-makers are trying to understand how housing features such as renovations, age, and structural attributes affect sale prices. However, they struggle with large volumes of raw, unorganized housing data that lacks visual clarity and actionable insights. Because of this, it becomes difficult for them to identify pricing trends, evaluate renovation impacts, and communicate findings effectively. This leads to frustration, delays in decision-making, and uncertainty in strategic planning. They need an intuitive, visual solution—like interactive Tableau dashboards—that can transform complex data into clear, insight-driven stories.

I am	a decision-maker trying to optimize pricing strategies and renovation plans based on housing data
I'm trying to	identify which property features drive higher sale prices across different regions
but	the current data lacks visual comparison and clarity on feature-based trends
because	it's presented in raw numerical formats without intuitive grouping or filters
which makes me feel	unsure about the accuracy of decisions and concerned about missing market opportunities

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a real estate analyst or executive at ABC Company	understand how house features like renovations, age, and layout impact sale prices	the raw housing data is overwhelming and lacks visual clarity	it's hard to extract trends and insights quickly from complex tables and spreadsheets	frustrated, uncertain, and under pressure to make decisions without strong evidence
PS-2	someone responsible for presenting housing market insights to internal stakeholders	create compelling reports and dashboards that show price trends and renovation value	existing tools don't provide clear, interactive summaries	the data isn't organized or visualized in a way that's easy to interpret	unsupported in my role and worried that I'll miss key insights