

Ideation Phase

Define the Problem Statements

Date	23 June 2025
Team ID	LTVIP2025TMID50341
Project Name	visualizing housing market trends: an analysis of sale prices and features using tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

The **Customer Problem Statement** helps uncover the user's point of view by capturing their needs, challenges, and emotional drivers. This template ensures the problem is not defined from a technical or product-based lens, but rather from the **real-life experience of the user**.

For this Tableau-based project focused on analyzing housing trends and pricing features, the goal is to understand the difficulties faced by **real estate professionals** when interpreting sales data and making informed decisions. Using this framework, we articulate their core struggles and feelings to ensure our visualizations address their pain points effectively.

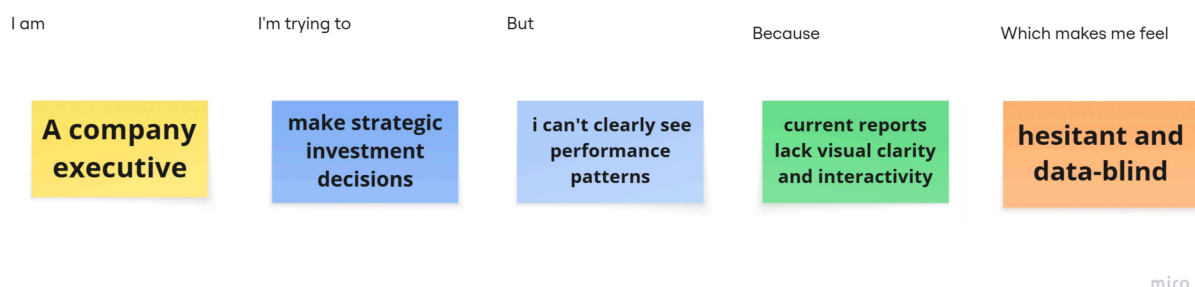
Example-1:



Example-2:



Example-3:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A real estate analyst	understand what features affect house prices	the data is too complex and scattered	I don't have a single dashboard that shows clear trends	frustrated and unsure about my decisions
PS-2	A marketing strategist	target the right segment of buyers	I don't know what trends are influencing sales	I can't link buyer behavior to house characteristics	ineffective and misaligned
PS-3	A company executive	make strategic investment decisions	I can't clearly see performance patterns	current reports lack visual clarity and interactivity	hesitant and data-blind