Project Design Phase
Problem – Solution Fit Template

Date	20 June 2025
Team ID	LTVIP2025TMID20843
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

ABC Company's real estate team struggles to extract insights from complex housing data using static reports and spreadsheets. This slows decision-making and affects pricing and renovation strategies. Our solution—a Tableau dashboard—transforms raw data into clear, interactive visuals, helping the team quickly identify trends and make informed, confident decisions.

Purpose:

❑ Solve complex problems in a way that fits the state of your customers.

❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.

❑ Sharpen your communication and marketing strategy with the right triggers and messaging.

❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

❑ Understand the existing situation in order to improve it for your target group.

Template:

Problem-Solution Fit canvas

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S) — CS

Real estate analysts, marketing teams, and executives at ABC Company who use housing data to inform pricing strategies, renovation plans, and market forecasting.

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

Users may lack advanced Tableau skills and rely heavily on BI teams for insights. They face time constraints and struggle with unstructured, complex housing data. Resistance to change and limited access to tools further slow down adoption of visual, interactive solutions.

5. AVAILABLE SOLUTIONS — PROS & CONS — AS

Currently, they rely on Excel sheets, CSV exports, and static reports that are time-consuming and difficult to interpret. They manually filter and compare data across multiple dimensions without visual aid.

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

These users struggle with extracting insights from raw housing data. They lack clear, visual tools to understand how features like renovations, house age, and layout impact sale prices.

9. PROBLEM ROOT / CAUSE — RC

The core issue lies in the unstructured and complex nature of housing data, which makes it difficult for users to extract meaningful insights. Analysts and decision-makers rely on spreadsheets and static reports that do not highlight trends effectively. Existing tools often lack interactivity and clarity, slowing down the analysis process. Additionally, many users are not fully equipped with advanced data visualization skills. This leads to inefficiencies in pricing decisions, renovation planning, and overall market strategy. As a result, the organization struggles to make timely, data-driven decisions.

7. BEHAVIOR + ITS INTENSITY — BE

Users often **manually analyze raw spreadsheets** to find pricing trends and renovation patterns, which is **time-consuming and mentally exhausting**. They frequently request **simplified visuals or filtered reports**, showing a **high dependency** on others for insights. This behavior is **repetitive and urgent**, especially during reporting cycles or strategic reviews, indicating **strong intensity and critical need** for a better solution.

3. TRIGGERS TO ACT — TR

1. Request for renovation impact analysis.
2. Need to update pricing strategies
3. Management asks for visual reports

4. EMOTIONS — BEFORE / AFTER — EM

Before: Frustrated, Overwhelmed, Uncertain

After: Confident, Clear, Relieved.

10. YOUR SOLUTION — SL

We offer an **interactive Tableau dashboard** that transforms raw housing data into **clear, visual insights**. It highlights trends in **sale price, renovation impact, and house features** using KPIs, charts, and filters. The dashboard is **easy to navigate**, reduces manual effort, and helps users **make faster, data-driven decisions**. It fits seamlessly into existing workflows and supports both analysts and executives in understanding market dynamics effectively.

8. CHANNELS of BEHAVIOR — CH

ONLINE

Business Intelligence tools like Tableau or Power BI
Internal company portals or data dashboards
Virtual meetings (Zoom, Microsoft Teams) for data discussions

OFFLINE

Printed reports used in strategy or review meetings
Whiteboard sessions for discussing trends and metrics
In-person team huddles or status briefings