

## Ideation Phase

### Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID48455
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

#### Customer Problem Statements:

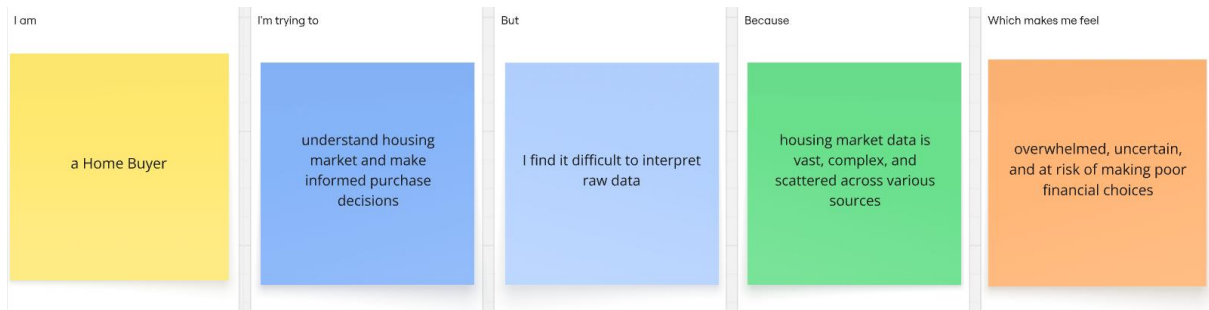
**Problem Statement (PS-1):** I am a homebuyer trying to understand the housing market and make informed purchase decisions. I'm trying to identify which features (e.g., location, size, number of bedrooms) influence house prices most. But I find it difficult to interpret raw data and spot trends without clear, interactive visuals. Because housing market data is vast, complex, and scattered across various sources. Which makes me feel overwhelmed, uncertain, and at risk of making poor financial choices.

**Problem Statement (PS-2):** I am a real estate analyst working with large datasets of property sales. I'm trying to quickly uncover patterns and communicate insights to clients and stakeholders. But traditional tools like spreadsheets are not sufficient for dynamic, visual analysis. Because they lack the interactivity, filtering, and aggregation capabilities that Tableau provides. Which makes me feel limited in how I deliver insights and create impactful reports.

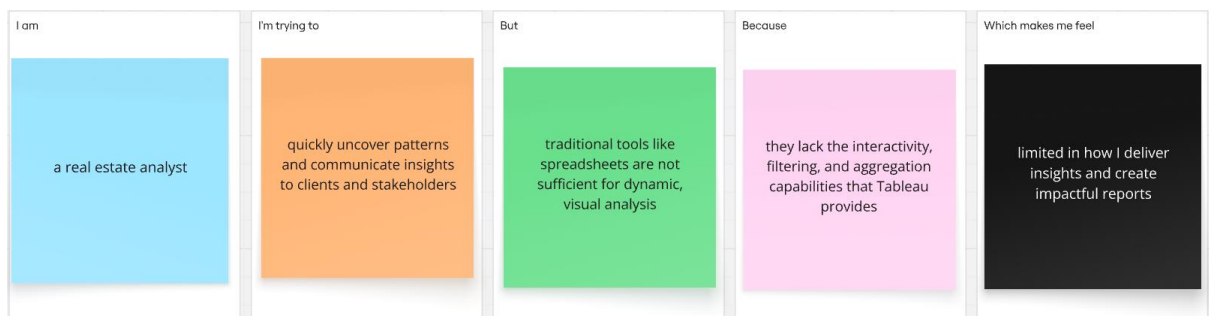
Reference: <https://miro.com/templates/customer-problem-statement/>

#### Representation:

##### Problem Statement (PS-1):



##### Problem Statement (PS-2):



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A Home Buyer	Understand housing market and make informed purchase decisions	I find it difficult to interpret raw data	Housing market data is vast, complex, and scattered across various sources	Overwhelmed, uncertain, and at risk of making poor financial choices
PS-2	a real estate analyst	quickly uncover patterns and communicate insights to clients and stakeholders	traditional tools like spreadsheets are not sufficient for dynamic, visual analysis	they lack the interactivity, filtering, and aggregation capabilities that Tableau provides	limited in how I deliver insights and create impactful reports