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:

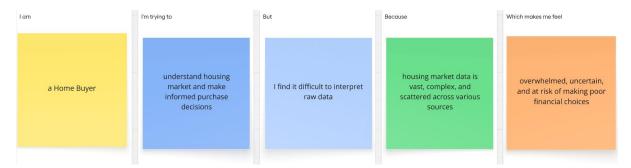
Problem Statement (PS-1): I am a homebuyer trying to understand the housing market and make informed purchase decisions. I'm trying to identify which features (e.g., location, size, number of bedrooms) influence house prices most. But I find it difficult to interpret raw data and spot trends without 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):



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