

Define CS, fit into CC Focus on J&P, tap into BE, understand RC	1. CUSTOMER CS Students, Data Analysts, and Beginners learning Data Visualization who need to analyze housing market data using dashboards	6. CUSTOMER Large dataset size, lack of visualization knowledge, limited Tableau experience, limited system performance.	5. AVAILABLE SOLUTIONS Excel analysis, manual data filtering, basic chart tools, online dataset visualization tools.	Explore AS, different: Focus on J&P, tap into BE, understand RC
	2. JOBS-TO-BE-DONE / Customers need to analyze housing price trends, renovation impact, and house feature influence using visual dashboards instead of raw datasets..	9. PROBLEM ROOT Housing data is complex and raw data format makes it difficult to identify price trends and feature relationships.	7. BEHAVIOUR Customers download datasets, try Excel charts, learn Tableau online, search visualization tutorials, and build dashboards.	
3. TR College project requirements, need to build portfolio project, interest in data analytics and real-world dataset analysis.	10. YOUR SL Develop Tableau dashboards and Flask-based web application to visualize housing price trends, renovation impact, and feature-based price analysis.	8. CHANNELS of CH ONLINE — Tableau Public, GitHub, YouTube Tutorials, Data Analytics Websites OFFLINE — College labs, classroom learning, project discussions with faculty	ed f	

4. EMOTIONS: BEFORE / AFTER

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Before → Confused, overwhelmed by raw housing dataset
After → Confident, clear understanding of housing trends through dashboards