

# Ideation Phase

## Define the Problem Statements

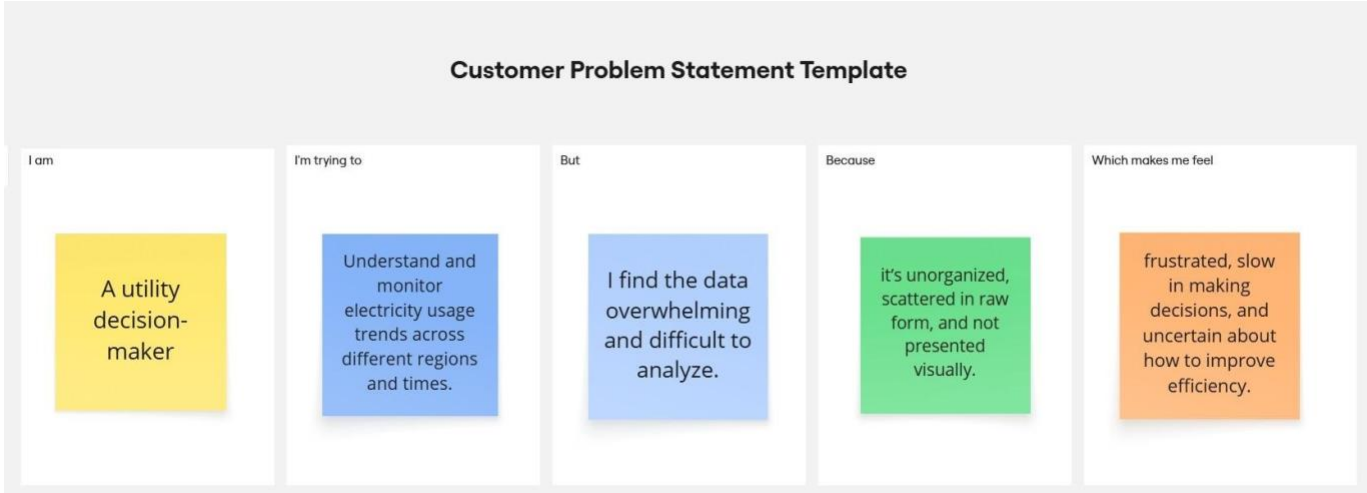
Date	
Team ID	LTVIP2025TMID59126
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am <sub>(customer)</sub>	A real estate analyst at ABC Company, responsible for identifying pricing patterns and helping teams make data-driven housing strategy decisions.
I am trying to	Understand how factors like renovation age, number of bedrooms, and bathrooms influence sales prices and housing trends using data analysis.
But	The housing dataset is large, inconsistent, and lacks interactive visuals, making it difficult to find patterns quickly and draw useful insights.
Because	The housing dataset is large, inconsistent, and lacks interactive visuals, making it difficult to find patterns quickly and draw useful insights.
Which makes me feel	The data isn't structured into dashboards and lacks filters or segmentation for exploring renovation status, house features, or trends over time.

Example :



Problem Statement (PS)

Problem Statement (PS)	I am...	I’m trying to...	But...	Because...	Which makes me feel...
PS-1	A real estate analyst at ABC Company	identify factors affecting house prices and features	the dataset is large and hard to interpret	it lacks clear visualizations and segmentation	overwhelmed and unsure where to focus
PS-2	A marketing team member planning pricing strategies	understand sales trends by renovation and house features	data is spread across multiple tables with limited insights	it hasn’t been structured for easy storytelling	confused and unable to create compelling campaigns
PS-3	A senior executive at ABC Company	make data-driven decisions to stay competitive	the current reports are too generic and outdated	they don’t highlight key market patterns or actionable KPIs	disconnected from real-time housing market insights
PS-4	A Tableau dashboard user in the company	interactively explore housing trends	existing charts are static and not interactive	filters and dynamic views are missing	restricted and unable to drill into important data

## Empathy map :

# EMPATHY MAP CANVAS

