

## PROJECT DESIGN PHASE

### PROBLEM-SOLUTION FIT FOR HOUSING INSIGHTS

Date	18 June 2025
Team ID	LTVIP2025TMID20787
Project Name	Visualizing Housing Market Trends: An Analysis of Sales Prices and Features Using Tableau
Maximum Marks	4 marks

#### Problem-Solution Fit Template:

Many people, including homebuyers, real estate analysts, and company decision-makers, face difficulty understanding raw housing data.

The data is often complex and includes various factors like house age, renovation status, number of bedrooms or bathrooms, and price trends over time.

Without visual tools, it becomes challenging to identify what influences housing prices, or which homes offer better value. This lack of clarity can lead to poor decisions or missed opportunities in the housing market.

To solve this, a housing market visualization solution was developed using cleaned and transformed datasets. The system turns complex housing data into easy-to-understand visuals—like dashboards, charts, and maps—that highlight key insights such as how renovations affect price, what types of homes are in demand, and how features like bathrooms or floors relate to age and sales.

This makes it easier for users to explore the housing market, compare properties, and make informed decisions quickly and confidently.

#### Purpose:

The **purpose** of this solution is to make housing data more accessible, meaningful, and actionable.

It empowers homebuyers to make smart choices, enables analysts to uncover patterns, and helps real estate businesses stay competitive by making data-driven decisions.

Template:

## Problem – Solution Fit Template

- ✓ Solve complex problems based on your customer's current situation
- ✓ Accelerate solution adoption by matching existing behaviors
- ✓ Improve communication and marketing with sharper triggers and messaging
- ✓ Build trust by resolving urgent, frequent, or costly pain points
- ✓ Analyze the existing situation to improve the lives of your target group



### Target Customer Segment

Prospective homebuyers



### Problem Description

Home prices are too high for many buyers



### Impact of the Problem

Fewer affordable options; difficulty achieving homeownership



### Customer's Current Behavior

Spend time searching for lower-priced homes and competing in bidding wars



### Why Current Solutions Are Not Enough

Existing programs do not lower housing costs to a sufficient level



### Why Your Solution Works

Helps navigate the homebuying process and makes homeownership more accessible



### An online platform providing

educational resources and financial tools



### Assumptions & Hypotheses

Buyers are seeking guidance and resources to find affordable homes