

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	25 June 2025
Team ID	LTVIP2025TMID20750
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

**Problem–Solution Fit**

**The Problem:**

Real estate analysts and decision-makers at ABC Company are overwhelmed by large, unstructured housing datasets. They struggle to identify how renovations and house features like bathrooms, bedrooms, and floors influence sale prices. Manual analysis through spreadsheets is slow, inefficient, and leads to delayed or unclear insights.

**The Solution:**

A Tableau-based interactive dashboard that visually presents key metrics such as average sale prices, renovation impact, and feature-wise house age distribution. Built using Tableau Prep for clean and accurate data, the dashboard simplifies complex data into easy-to-understand visuals and supports fast, data-driven decision-making.

**Why It Fits:**

The solution solves the exact pain point: turning raw data into actionable insights. It matches users' workflows, saves time, improves accuracy, and empowers ABC Company to make confident real estate investment decisions.

**Purpose:**

- To simplify complex housing data and make it accessible to non-technical users.
- To reduce time spent on manual analysis and increase efficiency.
- To help users quickly spot patterns and make strategic, data-driven decisions.
- To replace static reports with dynamic, shareable visualizations.
- To ensure ABC Company can track, interpret, and respond to housing market trends in real time.

<b>1. CUSTOMER SEGMENT(S)</b> Young professionals, university students, newly married couples, small families relocating to	<b>CS</b>	<b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>Limited monthly budget for rent, naalee soure physieaudacortsts</li> <li>Lack of time for physical house visits. Limited knowledge about safe or ideal neighborhoods</li> <li>No personal transportation to explore distant rental options</li> </ul>	<b>CC</b>
<b>2. JOBS TO-BE DONE / PROBLEMS</b> <ul style="list-style-type: none"> <li>Find a decent home that matches budget/preferr location</li> <li>Ensure the property is safe, clean, and meets basic living standards</li> </ul>	<b>J&amp;P</b>	<b>9. PROBLEM ROOT CAUSE</b> <ul style="list-style-type: none"> <li>Scattered and unverified rental data across platforms</li> <li>Time-consuming manual process exaggerate or misrepresent</li> <li>Landlords and agents often exaggerate or misrepresent properties</li> </ul>	<b>BE</b> <ul style="list-style-type: none"> <li>Relying on friends or relatives in the area</li> <li>Spending weekends visiting neighborhoods</li> <li>Joining Facebook groups or Telegram rental boards for urgency</li> </ul>
<b>3. TRIGGERS (TR)</b> <ul style="list-style-type: none"> <li>Starting a new job or semester in a new city</li> <li>Lease termination or rising current rent</li> <li>Need for a safer, quieter, or more spacious place</li> </ul>	<b>TR</b>	<b>10. YOUR SOLUTION</b> A mobile-first platform that aggregates verified rental listings with virtual tours, price comparisons, neighborhood safety scores, and tenant reviews. Filters by budget, location, commute distance, and amenities	<b>CH</b>
<b>4. EMOTIONS: BEFORE / AFTER</b> Before: Overwhelmed, uncertain, anxious about fraud or poor living conditions  <b>DEMO: CONFIDENT AFTER</b> Before: Confident, relieved, excited about finding a good living conditions	<b>EM</b>	<b>8. YOUR SOLUTION</b> <b>8.1 ONLINE</b> Rental platforms, Google Maps reviews, social media searches, WhatsApp groups  <b>8.2 OFFLINE</b> Local broker visits, posters on notice boards, referrals from friends or workers	<b>8. CHANNELS OF BEHAVIOUR</b> <b>6.1 ONLINE</b> <ul style="list-style-type: none"> <li>Rental platforms, Google Maps reviews, social media searches, WhatsApp groups</li> <li>Local broker visits, posters on notice boards, referrals from friends or workers</li> </ul>