

Ideation Phase

Define the Problem Statements

Date	14 June 2025
Team ID	LTVIP2025TMID59142
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	I'm trying to	But	Because	Which makes me feel
"I am a customer who wants to understand the housing market trends and pricing patterns."	"I'm trying to explore historical home sale data to identify pricing trends, predict house values, and make informed decisions."	"But the raw data is complex, large-scale, and hard to interpret without proper visual tools."	"Because the data contains multiple variables (location, year built, size, etc.) that influence price, making it hard to identify patterns without visual context."	"Which makes me feel overwhelmed and uncertain about making accurate or confident decisions related to house buying or investment."

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A customer who wants to understand market trends before making a decision.	Explore and interpret housing sale data to identify patterns in pricing and sales trends over time.	The raw data is complex , unstructured, and difficult to visualize without technical skills.	It lacks interactive visual elements and is spread across many variables like location, year, and condition.	Frustrated and uncertain about relying on the data for making confident housing or investment decisions.
PS-2	A customer who is interested in predicting house prices accurately.	Use historical data and key features to build a reliable model for predicting house prices.	It's difficult to identify which factors have the most influence and to visualize their impact clearly.	The relationships between variables (like size, year built, neighborhood) are not obvious without deep analysis or visualization.	Overwhelmed by the data complexity and uncertain about the reliability of predictions without proper tools.