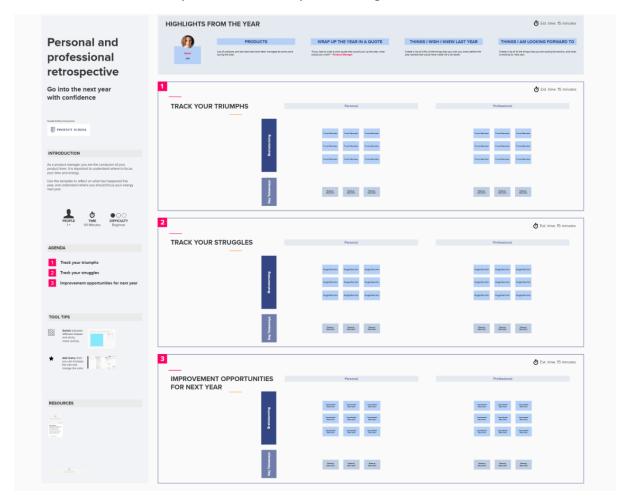
Ideation Phase Define the Problem Statements

| Date | 28 June 2025 |
|---------------|--|
| Team ID | LTVIP2025TMID51430 |
| Project Name | Visualizing Housing Market Trends: An Analysis |
| | of Sale Prices and Features using Tableau |
| Maximum Marks | 2 Marks |

Customer Problem Statement:

Buyers need insights into current housing market trends, including price fluctuations, demand and supply dynamics, and seasonal variations. Buyers often face challenges related to financing options, mortgage rates, and overall affordability, which need to be addressed in the analysis.

Accurately predicting property values based on various factors such as location, size, and amenities is crucial for buyers to ensure they are making sound investments.



Example:

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|-------------------------|--|---|---|--------------------------|
| PS-1 | First-time homebuyer | Find an affordable starter home | Prices keep rising, and listings sell too fast | Limited inventory + high competition | Overwhelmed and anxious |
| PS-2 | Growing family | Upgrade to a larger home | Mortgage rates are too high, and bigger homes are out of budget | Inflation + stagnant wages | Frustrated and stuck |
| PS-3 | Real estate investor | Identify undervalued properties | Market trends are unpredictable, and data is scattered | Lack of real- time analytics | Uncertain and hesitant |
| PS-4 | Retiree downsizing | Sell my home & buy a smaller one | Buyers lowball offers, and senior-friendly homes are scarce | Market favors younger buyers | Discouraged and stressed |
| PS-5 | Relocating professional | Move to a safer neighborhood | Crime data is outdated, and school ratings are conflicting | No centralized, reliable local insights | Nervous and indecisive |