

## 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.

### Personal and professional retrospective

Go into the next year with confidence

Product School

#### INTRODUCTION

As a product manager, you are the conductor of your product team. It is important to understand where to focus your time and energy.

Use this template to reflect on what has happened this year, and understand where you should focus your energy next year.

PEOPLE  
1+

TIME  
60 Minutes

DIFFICULTY  
Beginner

#### AGENDA

- 1 Track your triumphs
- 2 Track your struggles
- 3 Improvement opportunities for next year

#### TOOL TIPS

Switch between different layouts and view notes quickly

★ Add notes, then play and increase the size and change the color

#### RESOURCES

Product School

#### HIGHLIGHTS FROM THE YEAR

**PRODUCTS**  
List of products and services that have been managed at some point during the year

**WRAP UP THE YEAR IN A QUOTE**  
If you had to write a short quote that would sum up the year, what would you write? **Product Manager**

**THINGS I WISH I KNEW LAST YEAR**  
Create a list of a few of the things that you wish you knew before the year ended that would have made life a lot easier

**THINGS I AM LOOKING FORWARD TO**  
Create a list of all the things that you are looking forward to, and what is exciting for next year

Est. time: 15 minutes

1

#### TRACK YOUR TRIUMPHS

Personal

Professional

Remembering

Any Triumphs

Triumph Description

Triumph Description

Triumph Description

Triumph Description

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Est. time: 15 minutes

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#### TRACK YOUR STRUGGLES

Personal

Professional

Remembering

Any Struggles

Struggle Description

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Est. time: 15 minutes

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#### IMPROVEMENT OPPORTUNITIES FOR NEXT YEAR

Personal

Professional

Remembering

Any Struggles

Struggle Description

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Est. time: 15 minutes

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