## **Project Design Phase**

## **Problem – Solution Fit Template**

Date	20 June 2025
Team ID	LTVIP2025TMID38975
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

## **Problem – Solution Fit Template:-**

# Problem - Solution Fit

## 1. Target Customer

- First-time home buyers - Real estate analysts

## 2. Problems

- Housing data is scattered across many websites
- Difficult to compare features like price, size, and location
- Raw data isn't visually intuitive
- Analysts can't easily spot trends across time or regions

# 3. Existing Alternatives

- Using Excel sheets and raw CSV files
- Checking multiple property listing websites manually
- Watching YouTube videos for housing advice
- Relying on outdated or static graphs

# 4. Your Solution

- A centralized, interactive Tableau dashboard
- Ability to filter housing data by city, price, size, and more
- Visualize trends using bar charts, heatmaps, and time-series graphs
- Compare multiple cities or neighborhoods side-by-side

# 5. Key Benefits

- Simplifies decision-making for home buyers

- Saves time for analysts by visualizing trends instantly
- Reduces confusion by using clear, interactive visuals Offers exportable reports for offline review

# 6. Unique Value Proposition (UVP)

- Unlike raw data or static websites, this dashboard combines real estate insights, filters, and visual clarity in one place.
- It's user-friendly, built on Tableau, and customized to users' goals (whether buying or analyzing).

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$\square$ Solve complex problems in a way that fits the state of your customers.
$\square$ Succeed faster and increase your solution adoption by tapping into existing mediums and
channels of behavior.
$\Box$ Sharpen your communication and marketing strategy with the right triggers and messaging. $\Box$
Increase touch-points with your company by finding the right problem-behavior fit and building
trust by solving frequent annoyances, or urgent or costly problems.
☐ Understand the existing situation in order to improve it for your target group.

## Template:-

# CUSTOMER PROBLEM/OPPORTUNTITY DISCOVERY CANVAS 1.1. Z.

#### 1. CUSTOMER SEGMENT(S)

- · First-time home-buyers
- · Real estate analysts

## 3. CUSTOMER SOLUTIONS

- · First-time home-buyers
- · Real estate analysts

### 3. PROBLEMS

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### 4. YOUR SOLUTION

- · A centralized, interactive Tableau dashboard
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- · Visualize trends using bar charts, heatmaps, and tim series graphs

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## 5. CHANNELS OF BEHAVIOUR

6. PROBLEM ROOT CAUSE [S]

#### 5.1. ONLINE

- Real estate views of syurubus
- · YouTube dashcoads & cluzerd
- · Consulting re al estate reports

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# 8. KEY BENEFITS / RESIDA:CE RE



· Real estate or real es eate/ analysts

8.2. OFFLINE

8.1, ONLINE

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#### 10. PROSOLSOLUTION-FIT

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau