

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

Date	19 June 2025
Team ID	LTVIP2025TMID48901
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- Relying on outdated or static graphs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).

### **Purpose:-**

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ 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:-

