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- Relying on outdated or static graphs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).

ruipose
\square 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.
\square Sharpen your communication and marketing strategy with the right triggers and messaging.
oxed 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

- · Housing data is sattered across many websites
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4. YOUR SOLUTION

- · A centralized, interactive Tableau dashboard
- Ability to filter housing scales by city, price, size, and more
- · Visualize trends using bar charts, heatmaps, and tim series graphs

5. CHANNELS OF BEHAVIOUR

5.1. ONLINE

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

6. PROBLEM ROOT CAUSE SI

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8. KEY BENEFITS / RESIDA:CE RE

8.1, ONLINE

· Real estate or real es eate/ analysts

8.2. OFFLINE

10. PROSOLSOLUTION-FIT

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