

Ideation Phase

Define the Problem Statements

Date	23 FEB 2026
Team ID	LTVIP2026TMIDS36151
Project Name	Visualizing Housing Market Trends An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

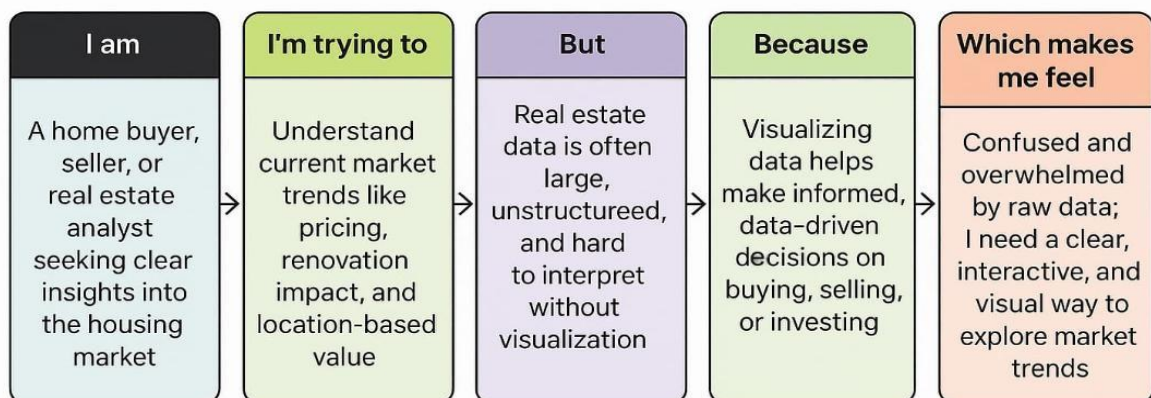
Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Customer Problem Statement

Customer Problem Statement Template



Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a real estate analyst	understand which house features affect prices in different regions	data is scattered and difficult to visualize	there is no integrated, interactive dashboard	unsure where to advise clients to invest
PS-2	a housing market researcher	compare housing prices across years and renovation status	I can't track trends by year or filter by condition	the data lacks visual storytelling and filters	frustrated with limited insights
PS-3	a home buyer or investor	explore affordable and high-value neighborhoods	insights are hard to derive from raw tables	dashboards are not location specific or dynamic	confused and overwhelmed when choosing areas
PS-4	a data analyst in real estate	link house age and location to price trends	it's hard to analyze multiple variables together	the visuals aren't interactive or correlated	slowed down and reliant on manual analysis