

Ideation Phase

Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID20765
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Problem Statement:

Real estate analysts, marketing teams, and executives at ABC Company struggle to make confident, data-driven decisions due to the complexity and volume of housing data.

Despite having access to raw housing records, they face challenges in identifying patterns, understanding the effect of renovations on sale prices, and evaluating how house features like age, bathrooms, bedrooms, and floors influence market value.

These stakeholders lack a **centralized, visual platform** that presents key insights at a glance resulting in missed trends, delayed decisions, and inefficient pricing strategies.

I am	Real estate analysts, marketing teams, and company executives
ying to	Interpret patterns in the housing market
but	The company lacks key insights into trends in the housing data
ecause	The data on house sales trends is vast and complex, challenging for extracting actionable insights
makes me feel	Uncertain and hindered in making strategic decisions



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1: Difficulty understanding housing price trends	Real estate analysts, marketing teams, and company executives	Interpret patterns in the housing market to make informed decisions	The company lacks key insights into trends in the housing data	The data is vast, complex, and not visualized effectively	Uncertain and hindered in making strategic decisions
PS-2: Struggling to assess renovation impact on pricing	Real estate professionals and decision-makers	Understand how renovations influence sales and buyer preferences	Insights about renovation impact on house prices are unclear	The data is not broken down by renovation status and pricing trends	Frustrated and unsure about renovation ROI