

Define CS, fit into CC Focus on J&P, tap into BE, understand RC	1. CUSTOMER SEGMENT(S)  Students, Data Analysts, and Beginners learning Data Visualization who need to analyze housing market data using dashboards	6. CUSTOMER CONSTRAINTS  Large dataset size, lack of visualization knowledge, limited Tableau experience, limited system performance.	5. AVAILABLE SOLUTIONS  Excel analysis, manual data filtering, basic chart tools, online dataset visualization tools.	Explore AS, differen Focus on J&P, tap into BE, understand RC
	2. JOBS-TO-BE-DONE / PROBLEMS  Customers need to analyze housing price trends, renovation impact, and house feature influence using visual dashboards instead of raw datasets..	9. PROBLEM ROOT CAUSE  Housing data is complex and raw data format makes it difficult to identify price trends and feature relationships.	7. BEHAVIOUR  Customers download datasets, try Excel charts, learn Tableau online, search visualization tutorials, and build dashboards.	
3. TRIGGERS  College project requirements, need to build portfolio project, interest in data analytics and real-world dataset analysis.	10. YOUR SOLUTION  Develop Tableau dashboards and Flask-based web application to visualize housing price trends, renovation impact, and feature-based price analysis.		8. CHANNELS of BEHAVIOUR  <b>ONLINE –</b> Tableau Public, GitHub, YouTube Tutorials, Data Analytics Websites <b>OFFLINE –</b> College labs, classroom learning, project discussions with faculty	CH e d u p i

#### 4. EMOTIONS: BEFORE / AFTER

EM

Before → Confused, overwhelmed by raw housing dataset

After → Confident, clear understanding of housing trends through dashboards