Define CS fi irle CC

1. CUSTOMER SEGMENTS — CS

- Real estate buyers; Propq, sellers
- Property sellers
- Market researchers
- Property investors

6. CUSTOMER CONSTRAINTS — CC

- Large and complex datasets forms
- Lack of technical knowledge
- Limited visualization tools
- Time constraints

5. AVAILABLE SOLUTIONS — AS

- Manual Excel analysis
- Real estate websites with imited inSights
- Broker advice
- Static reports without visualization

Explore AS, differetile

Focus on JBP, the inld Rur

2. JOBS-TO-BE-DONE / PROBLEMS — J&F

- Analyze housing price trends
- Compare property features (bedrooms; bathrooms)
- Understand renovation impact on price
- Make better buying or selling decisions
- Identify profitable investment areas

9. PROBLEM ROOT CAUSE — RC

- Housing data-Scattered
- No centralized analytics system
- Nik-visually structured
- Manual analysis is ineffecticient

5. AVAILABLE SOLUTIONS — AS

- Manual Excel analysis
- Real estate websites with limited insights
- Broker advice
- Static reports without visualization

Focus on JIB, Automent

Ideally sstrong TR & EM

3. TRIGGERS — TR

- Planning to buy or sell property.
- Sudden change in housing market prices
- Need for investment planning
- Real estate market competition
- Increase in property demand

9. PROBLEM ROOT CAUSE — RC

- Housing data is scattered
- No centralized analytics system
- Data not visually structured
- Manual analysis is ineffiecticient

8. CHANNELS of BEHAVIOUR — CB

- **Online:**
- Real estate websites, Tableau dashboards
- Google search
- Property listing apps

4. EMOTIONS: BEFORE / AFTER — EM

- Confused
- Uncertain
- Overwhelmed by data
- Fear of wrong investment

9. PROBLEM ROOT CAUSE — RC

- Housing data is scattered
- No centralized analytics system
- Data not visually structured
- Manual analysis is inefficient

10. YOUR SOLUTION — SL

- **Develop a Housing** Analysis System that:
- Collects housing dataset
- Cleans and processes data
- Provides interactive Tableau-dashboards.
- Visualizes price trends, renovation impact++, and property features.
- Helps users make data-driven real estate decisions

4. EMOTIONS: BEFORE / AFTER

- Confident
- Clear understanding
- Data-driven decision making
- Reduced risk

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