## Ideation Phase Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID48066
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

## **Example:**

## **Customer Problem Statement Template**

I am a data-driven storyteller passionate about unraveling the dynamics of housing markets.	I'm a data explorer with a passion for finding clarity in complexity. By transforming raw housing data into visual insightshelping decision-makers act with confidence and foresight.	I'm trying to turn complex housing data into interactive dashboards that reveal how property features influence sale prices across time and space.	I'm trying to make real estate trends accessible and actionable by designing clear, intuitive Tableau visualizations for diverse users.	Their impact can vary wildly between cities, making it hard to generalize the findings.	regional data gaps and inconsistent entries can limit how accurate or complete the story.	Because raw housing data alone doesn't tell a clear story. I'm creating interactive visuals that reveal how prices shift with time, space, and features.	homebuyers, investors, and analysts all need different insights, I'm designing flexible dashboards that answer real, personalized questions.	feel more socially aware and responsible.	which makes me feel more capable and confident in my analytical skills.
I help buyers, sellers, and investors make smarter moves by visualizing what truly drives value. From square foctage to location quirks, I turn complex housing data into clear, interactive stories.	I'm the bridge between raw numbers and real- life insights. I decode messy datasets to reveal how home features and time trends shape sale prices	I'm trying to help buyers, sellers, and planners understand what truly drives value in the housing market using data storytellling.	I'm trying to tell a compelling story through data—one that helps people see not just what is happening in the housing market, but why.	the data might not fully capture historical context like inflation, construction booms, or policy changes	many influential factors—like neighborhood safety or school quality—aren't in the dataset.	the real estate market affects livelihoods, mobility, and equity, I believe clear and honest visuals can help level the playing field.	people often rely on gut feeling when buying or selling homes, I want to give them data they can trust	I'm making complex information more human and useful.	connected to the real-life decisions people make every day.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel	
PS-1	Data-driven storyteller	tell meaningful stories through data that help people make sense of where, why, and how property values change over time.	not everyone interprets visuals the same way—and design clarity is a constant challenge.	Buying a home is one of the most important financial decisions people make, I want to help them understand what really drives pricing.	which makes me feel more socially aware and responsible as a storyteller.	
PS-2	Data visualization specialist	simplify the complexity of housing trends and make them easy to understand through interactive visualizations.	real-world datasets are often incomplete, inconsistent, or missing key context like policy shifts or inflation.	housing markets shape people's lives, I want to make those trends easier to understand and act upon.	proud to contribute something useful to people navigating complex real estate markets	
PS-3	Housing market analyst	empower buyers, sellers, and investors to make smarter decisions by showing how factors like location, square footage, and amenities impact prices.	Alone doesn't guarantee users will interpret trends correctly without guidance.	Real estate is one of the most significant investments people make. I want to provide data that supports smarter, more confident choices.	I'm uncovering patterns that genuinely impact people's lives.	
PS-4	Data translator	to show how time trends and home features shape sale prices—without overwhelming the viewer.	Translating complexity into simplicity without oversimplifying important insights is a constant tension.	home pricing isn't just a number—it reflects economic shifts, neighborhood dynamics, and individual choices	I'm transforming complexity into clarity that others can act on.	