

Ideation Phase

Define the Problem Statements

Date	24 June 2025
Team ID	LTVIP2025TMID47396
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template for Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

Problem Statement (PS)	I am (customer)	I'm trying to	But	Because	Which makes me feel	Persona Type
PS-1	a budget-conscious homebuyer	find a fairly priced home in a good location	similar homes have very different prices in different areas	price per square foot varies unpredictably by zip code	confused and unsure of where to buy	Buyer
PS-2	a housing market analyst	compare regional sale price trends efficiently	raw data is too large and not visually segmented	Location data isn't mapped or analyzed clearly	limited in drawing accurate insights	Analyst

Example: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

