

## Ideation Phase

### Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2026TMIDS38235
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.

#### Customer Problem Statement Template

I am                          I'm trying to                          But                          Because                          Which makes me feel

a Real Estate Analyst at ABC Company.

analyze housing sale prices and trends based on renovation status, house age, and structural features.

I struggle with making sense of raw data and identifying key influencing factors.

the data is large, unstructured, and lacks visual storytelling.

frustrated and unsure about providing accurate, strategic insights to decision-makers.

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	a Real Estate Analyst at ABC Company	analyze housing sale prices and trends based on renovation status, house age, and structural features.	I struggle with making sense of raw data and identifying key influencing factors.	the data is large, unstructured, and lacks visual storytelling.	frustrated and unsure about providing accurate, strategic insights to decisionmakers.
PS-2	a Company Executive at ABC Company	make datadriven decisions to optimize housing pricing strategies.	I cannot easily interpret detailed data or compare features like bathrooms, floors, and renovations.	traditional reports are too complex and not visually accessible.	disconnected from the real trends in the housing market and hesitant to make confident business decisions.