

Ideation Phase

Define the Problem Statements

Date	
Team ID	
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features Using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

“Home buyers, real estate agents, and urban planners need an interactive and visual way to explore the Ames, Iowa housing market dataset because the current raw CSV format is difficult to interpret, limiting their ability to analyse price trends, identify neighbourhood insights, and make informed property purchase decisions.”



Problem Statement (Customer) (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A home buyer or real estate agent	Analyse price trends and compare neighbourhoods	The dataset is raw CSV (1,460 rows) with no visual tool	It lacks interactivity and filter-based exploration	Frustrated and delayed in making property decisions
PS-2	An urban planner or policy maker	Understand regional price distribution and trends	It is hard to extract patterns from unstructured data	No structured visual tool exists for easy exploration	Overwhelmed and confused about investment priorities

Additional Problem Statements (Continued):

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-3	A student or researcher	Explore housing data globally for academic study	The spread of data across sheets is difficult to access	No dashboard with comparison or export features	Overwhelmed and confused about data distributions