Ideation Phase
Define the Problem Statements

Date	31 January 2026
Team ID	**LTVIP2026TMIDS90490**
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement 1:

Problem statement 2:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which Makes me feel
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 decision-makers.
PS-2	a Company Executive at ABC Company	make data-Driven 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.