Ideation Phase
Define the Problem Statements

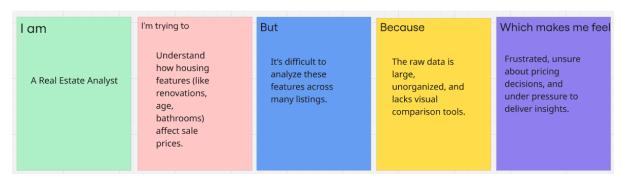| Date	25 June2025
Team ID	LTVIP2025TMID51601
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

In this project, we aim to understand the challenges faced by real estate analysts and marketing professionals while working with housing market data. By creating a problem statement from the user's perspective, we can identify their pain points, goals, and emotions. This structured approach helps in designing a user-focused solution that addresses their actual needs. The following table represents the customer problem statement for a real estate analyst dealing with housing sales data, built using empathy-driven insights gathered in the earlier phase.

I am	A **Real Estate Analyst** responsible for studying housing market trends.
I'm trying to	Understand how housing features (like renovations, age, bathrooms) affect sale prices
But	It's difficult to analyse these features across many listings.
Because	The raw data is large, unorganized, and lacks visual comparison tools.
Which makes me feel	Frustrated, unsure about pricing decisions, and under pressure to deliver insights.

Reference: https://miro.com/templates/customer-problem-statement/

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Real Estate Analyst	Understand how housing features (like renovations, age, bathrooms) affect sale prices.	It's difficult to analyze these features across many listings.	The raw data is large, unorganized, and lacks visual comparison tools.	Frustrated, unsure about pricing decisions, and under pressure to deliver insights.
PS-2	A Marketing Analyst	Identify audience preferences and housing trends for real estate campaigns.	It's hard to track how features like bedrooms, floors, and age relate to sales.	The data is not visualized clearly or interactively.	Limited in decision-making and less confident in campaign strategy.