

Ideation Phase

Define the Problem Statements

Date	26 June 2025
Team ID	LTVIP2025TMID50072
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

I am.....	A homeowner looking to sell my property in today's competitive real estate market.
I am trying to....	Determine the optimal selling price for my home and understand what factors will make it more attractive to buyers.
But	I don't have access to comprehensive market data that shows how renovations, house age, property features, and location factors actually impact sales prices and buyer interest.
Because	Real estate agents provide conflicting advice, online estimates vary wildly, and I can't find reliable data about how similar properties in my area have performed based on their characteristics.
Which makes me feel	Frustrated, uncertain, and worried that I might either undersell my property or price it too high and miss potential buyers.

I am <div style="border: 1px solid white; padding: 10px; margin: 10px auto; width: 80%;"> A first-time homebuyer with limited knowledge about real estate markets. </div>	I'm trying to <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> Understand what makes a good investment and which property features will hold their value over time. </div>	But <div style="border: 1px solid white; padding: 10px; margin: 10px auto; width: 80%;"> I can't find clear information about how property age, renovation history, and features like number of bathrooms, bedrooms, and floors affect long-term value. </div>	Because <div style="border: 1px solid white; padding: 10px; margin: 10px auto; width: 80%;"> Real estate websites show conflicting information, and I don't have experience interpreting market trends or understanding what renovation investments actually pay off. </div>	Which makes me feel <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> Overwhelmed, anxious about making the wrong choice, and concerned that I might buy a property that will lose value or require expensive improvements. </div>
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Real estate agent	Give accurate pricing advice	I don't have access to comprehensive analytical tools	Current market analysis tools are limited, MLS data doesn't provide deep analytical insights,	Professionally inadequate, concerned about giving suboptimal advice to clients, and frustrated
PS-2	Property investor	Identify which properties to buy, when to renovate them, and how much to invest in improvements	I lack comprehensive data showing the relationship between renovation timing, property age, and actual sales performance across different market segments.	Investment decisions are currently based on gut feeling rather than solid data analysis, and I can't predict which renovations will provide the best return on investment.	Uncertain about my investment strategy, concerned about wasting money on ineffective improvements, and frustrated by the lack of data-driven guidance in the market.