Ideation Phase Define the Problem Statements

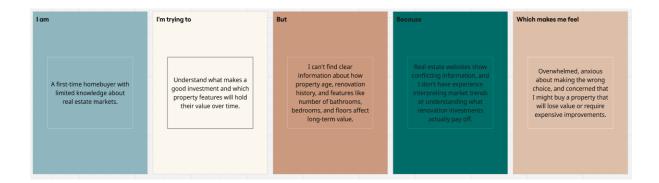
Date	26 June 2025		
Team ID	LTVIP2025TMID50072		
Project Name	Visualizing Housing Market Trends: An Analysis		
	of Sale Prices and Features using Tableau		
Maximum Marks	2 Marks		

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.		



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 comprehensiv e 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 comprehensiv e 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.