

Ideation Phase Define the Problem Statements

Date	28 January 2025
Team ID	LTVIP2025TMID59707
Project Name	HOUSEHUNT:Finding your perfect rental house
Maximum Marks	2 marks

Customer Problem Statement Template:

Defining the problem statement is a crucial step in understanding the core challenges faced by business users in this project. The primary objective is to analyze how product placement strategies influence sales performance, using Tableau for effective data visualization and decision-making support.

The core problem in this project is that retail managers and analysts lack clear, visual insights to understand how product placement affects sales. Existing data is often scattered or non-interactive, making it difficult to make quick, informed decisions. This project aims to solve that by using Tableau to create interactive dashboards that reveal the sales impact of different product placements, helping users make smarter, data-driven decisions with confidence.

Problem Statement 1: **Tenants can't easily find suitable rentals due to poor filters and limited owner contact.**

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
A tenant searching for a rental house online	Find a suitable house in my budget and preferred location	Most platforms are confusing, lack real-time availability, and filters	They don't offer personalized search or direct communication options	Frustrated and overwhelmed, wasting time on irrelevant listings

Problem Statement 2: **Owners struggle to rent out homes due to high fees and low visibility.**

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
A house owner looking to rent out my property	Post my property online and connect with genuine renters	Existing apps charge high fees or lack features for owner control	They prioritize agencies and don't support owner-to-renter platforms	Helpless and dissatisfied due to lack of visibility and flexibility

No.	I am (Customer)	I'm trying to
<div>1</div>	<div>A tenant searching for a rental house online</div>	<div>Find a suitable house in my budget and preferred location</div>

PS-2	A house owner looking to rent out my property	Post my property online and connect with genuine renters
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