**Ideation Phase**

**Define the Problem Statements**

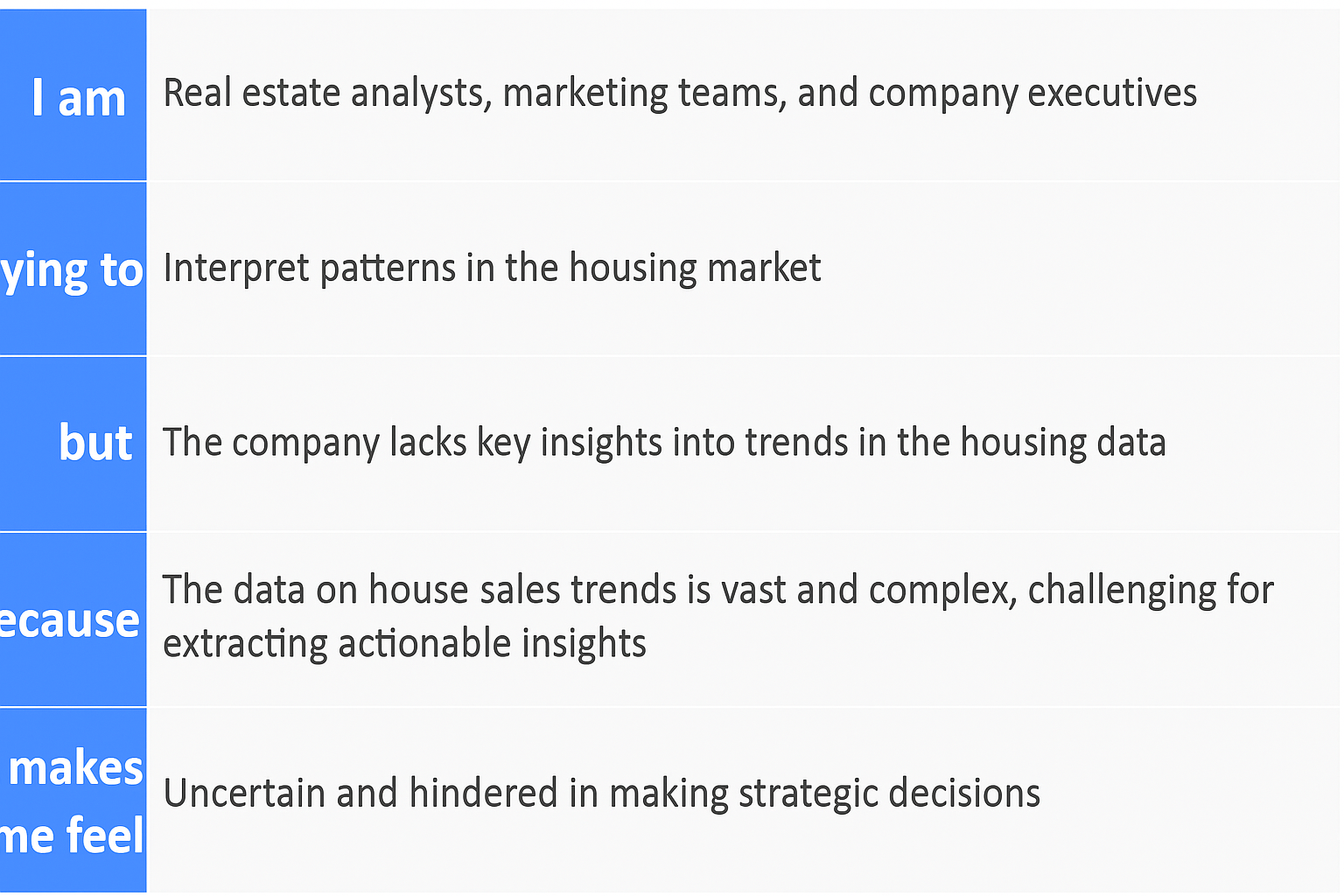
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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID58256 |
| Project Name | Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau |
| Maximum Marks | 2 Marks |

**Problem Statement:**

**Real estate analysts, marketing teams, and executives at ABC Company** struggle to make confident, data-driven decisions due to the complexity and volume of housing data.

Despite having access to raw housing records, they face challenges in identifying patterns, understanding the effect of renovations on sale prices, and evaluating how house features like age, bathrooms, bedrooms, and floors influence market value.

These stakeholders lack a **centralized, visual platform** that presents key insights at a glance resulting in missed trends, delayed decisions, and inefficient pricing strategies.



Chart, treemap chart

Description automatically generated

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