

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025MID50177
Project Name	Visualizing Housing Market Trends:An Analysis Of Sales 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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a real estate analyst who works with large housing datasets.	identify how renovation and property features (like bathrooms, floors, bedrooms) affect house sale prices.	it's hard to spot trends in raw CSV or Excel files.	the data is too complex to interpret without visual tools or summaries.	frustrated, time-constrained, and unsure whether I'm making the right insights.
PS-2	a decision-maker at a real estate firm focused on pricing strategies.	compare houses by age, renovation status, and feature count to make informed pricing decisions.	I don't have an easy way to visualize these comparisons quickly.	traditional data formats lack interactive views and filtering options.	uncertain about pricing and hesitant to act without clear insight