

Ideation Phase

Define the Problem Statements

Date	10-02-2026
Team ID	LTVIP2026TMIDS88080
Project Name	Heart Disease Analysis: Identifying Risk Factors Using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

The Customer Problem Statement helps us understand the real challenges faced by healthcare professionals, researchers, and individuals in analysing heart disease data. It focuses on identifying pain points such as difficulty in understanding risk factors, lack of visual insights, and complex medical datasets.

By clearly defining these problems, our project ensures that the Tableau dashboard provides meaningful, easy-to-understand, and data-driven insights that support healthcare decision-making and awareness.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A healthcare analyst.	Identify major risk factors contributing to heart disease.	The data is large and difficult to interpret in raw format.	There are multiple variables like age, gender, smoking, BMI, diabetes, and physical activity.	Confused and unable to quickly identify high-risk groups.
PS-2	A doctor / medical practitioner.	Understand how lifestyle habits impact heart disease occurrence.	I do not have a clear visual comparison of different health indicators.	The raw dataset lacks interactive and visual representation.	Limited in making quick, data-driven treatment recommendations.
PS-3	A public health policymaker.	Analyze heart disease trends across demographics.	There is no consolidated dashboard showing key insights.	Data is scattered and not presented in an actionable format.	Unsure about designing effective prevention strategies.

PS-4	A health-conscious individual.	Understand personal risk factors related to heart disease.	The medical data is complex and hard to interpret.	Statistical data without visualization is overwhelming.	Concerned and uncertain about health decisions.
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