

Ideation Phase

Define the Problem Statements

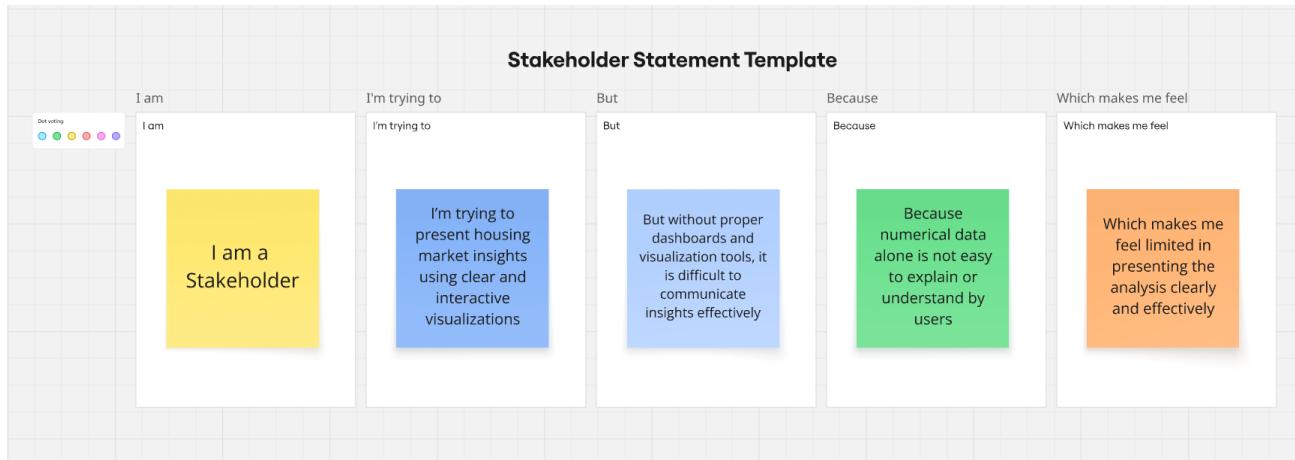
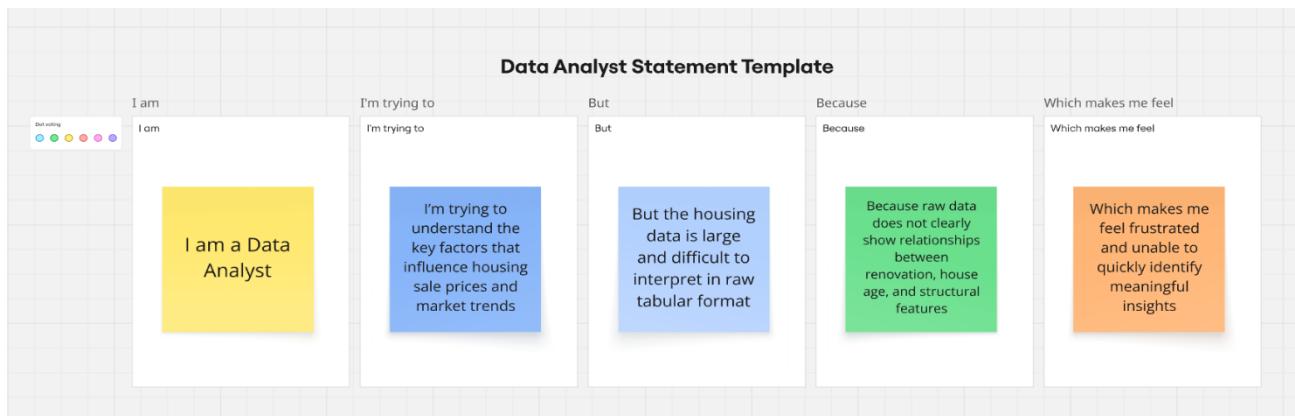
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| Date | 31 January 2026 |
| Team ID | LTVIP2026TMIDS25024 |
| Project Name | Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

To identify and analyse the key factors influencing housing sale prices and structural characteristics using the available housing dataset, and to transform the raw data into meaningful visual insights through Tableau dashboards and stories. This helps users understand housing market trends, renovation impact, and feature-based variations, enabling clear interpretation of housing data through interactive and structured visualizations.

Link: https://miro.com/app/board/uXjVG_M0JN0=/?share_link_id=529929348647

Reference: <https://miro.com/templates/customer-problem-statement/>



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|-------------------------------|--|---|--|---|---|
| PS-1 | I am a Data Analyst / Real Estate Analyst | I'm trying to understand the key factors that influence housing sale prices and market trends | But the housing data is large and difficult to interpret in raw tabular format | Because raw data does not clearly show relationships between renovation, house age, and structural features | Which makes me feel frustrated and unable to quickly identify meaningful insights |
| PS-2 | I am a Student / Project Developer / Stakeholder | I'm trying to present housing market insights using clear and interactive visualizations | But without proper dashboards and visualization tools, it is difficult to communicate insights effectively | Because numerical data alone is not easy to explain or understand by users | Which makes me feel limited in presenting the analysis clearly and effectively |