

IdeationPhase

Define the Problem Statements

Date	25_july_2025
Team ID	PNT2025TMID08397
Project Name	Housing Price Analysis & Prediction
Maximum Marks	2Marks

I am a regional sales manager responsible for three city markets, I'm trying to see last month's top-selling housing segments at a glance and compare renovated-vs-non-renovated performance, but the filters reset on every drill-down, there's no ZIP-level heat map, and I can't run "what-if" renovation scenarios on the fly, because the dashboard lacks persistent filter settings, a geospatial layer, and parameter controls, which makes me feel frustrated at having to reapply filters, anxious that I'll miss hot market opportunities, and powerless without planning tools.

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
<div>I am</div> <div> <div>A regional sales manager responsible for three city markets</div> <div>An analyst who wants to spot price trends quickly</div> <div>A data-driven decision-maker under tight monthly targets</div> </div> <div> <div>Someone who juggles multiple reports every morning</div> <div>A non-technical stakeholder learning Tableau on the fly</div> <div>A user who relies on what others tell them to log in</div> </div> <div> <div>A busy pro who must share insights with executives</div> </div>	<div>I'm trying to</div> <div> <div>See last month's top-selling housing segments at a glance</div> <div>Compare renovated vs. non-renovated home performance</div> <div>Drill into average sale price by bedroom count</div> </div> <div> <div>Get underperforming ZIP codes where renovated</div> <div>Filter quickly by waterflow and house Condition</div> <div>Export key charts for the weekly leadership deck</div> </div> <div> <div>Get "what-if" renewal projections based on renovation %</div> </div>	<div>But</div> <div> <div>The filters reset every time I navigate between sheets</div> <div>There's no map view to show ZIP-level heat zones</div> <div>I can't adjust renovation assumptions on the fly</div> </div> <div> <div>Tooltips lack regional comparison context</div> <div>Exports truncate labels and lose styling</div> <div>I don't know when data was last refreshed</div> </div> <div> <div>The dashboard isn't mobile-friendly for on-the-road clients</div> </div>	<div>Because</div> <div> <div>Tableau defaults clear filter settings on drill-down</div> <div>We haven't built a geographical layer yet</div> <div>Parameter controls aren't implemented for "what-if"</div> </div> <div> <div>Tooltips aren't configured with comparative metrics</div> <div>Export options are limited to the current workbook</div> <div>There's no "last refreshed" timestamp on the header</div> </div> <div> <div>The layout isn't optimized for smaller screens</div> </div>	<div>Which makes me feel</div> <div> <div>Frustrated that I waste time re-applying filters</div> <div>Anxious I'll miss a hot market opportunity</div> <div>Powerless without "what-if" planning tools</div> </div> <div> <div>Uncertain about how my region stacks up</div> <div>Irked by tedious manual formatting for reports</div> <div>Disruptive when I'm unsure data recency</div> </div> <div> <div>Held back from using the dashboard in client meetings</div> </div>

2.2 EMpathy map

