IdeationPhase
Define the Problem Statements
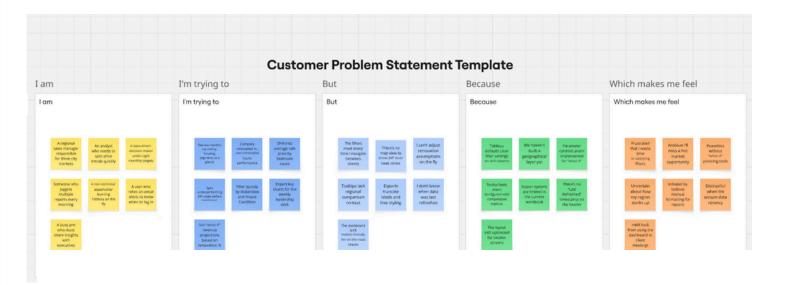
Date	25 july 2025
Team ID	PNT2025TMID08397
Project Name	Housing Price Analysis & Prediction
Maximum Marks	2Marks

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

2.2 EMpathy map

Says
What have we heard them say?
What can we imagine them saying?

Show me last month's top-selling product lines at a glance.

I need a quick way to compare payment methods

Why did Cosmetics sales dip in Pune?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

If I catch early signs of an underperforming city, I can reallocate stock

Are our weekend promotions really driving extra revenue?

What demographic (gender / membership) buys most Snacks vs. Fruits?"

Sheetal Thakur
8 years in FMCG retail, responsible for sales performance across three cities.

Opens the dashboard first thing each morning.

Filters by **City** → **Channel** → **Product line** to spot hotspots.

Exports raw data for deeper Excel modeling.

Anxious when week-to-date sales lag 10% behind target

Relieved if he can pinpoint a clear growth driver (e.g., Frozen foods).

Frustrated when data updates lag and he doesn't trust "real-time" numbers.

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example