

Project Design Phase

Problem – Solution Fit Template

Date	25 June 2025
Team ID	PNT2025TMID08397
Project Name	Visualizing Housing Market Trends Using Tableau for ABC Company
Maximum Marks	2Marks

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Define CS, fit into CC</div> <div> 1. CUSTOMER SEGMENT(S) CS </div> </div> <p>Primary Users:</p> <ul style="list-style-type: none"> Real Estate Analysts Marketing Teams Executives at ABC Company 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> 6. CUSTOMER CONSTRAINTS CC </div> </div> <ul style="list-style-type: none"> Limited technical skills among business users Budget limitations on expensive software Time constraints to generate regular reports Existing tools not providing actionable insights 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> 5. AVAILABLE SOLUTIONS AS </div> </div> <ul style="list-style-type: none"> Local solar installers. DIY solar kits. Green energy consultants. Government-promoted energy saving programs.
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> 2. JOBS-TO-BE-DONE / PROBLEMS J&P </div> </div> <ul style="list-style-type: none"> Identify the key factors influencing housing prices. Understand the impact of renovations, features, and house age on sales. Segment and target customer preferences more accurately. Make informed, data-driven pricing and marketing decisions. 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> 9. PROBLEM ROOT CAUSE RC </div> </div> <ul style="list-style-type: none"> Lack of data storytelling capabilities Inability to explore or drill into data Raw data is too complex for non-technical teams Disconnect between data availability and strategic usage 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> 7. BEHAVIOUR BE </div> </div> <ul style="list-style-type: none"> Real estate teams attempt manual tracking of data in spreadsheets. Marketing teams run campaigns without full knowledge of buyer preferences. Executives rely on static reports without interactivity or drill-downs.
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Identify strong TR & EM</div> <div> 3. TRIGGERS TR </div> </div> <ul style="list-style-type: none"> Increase in housing market competition. Pressure from executives to improve profitability. Availability of large datasets but inability to interpret them. Seeing competitors use data tools to outperform in pricing strategies. 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> 10. YOUR SOLUTION SL </div> </div> <p>A series of interactive Tableau dashboards that visualize housing trends including:</p> <ul style="list-style-type: none"> Total sales by years since renovation House age by renovation status Feature-based (bedroom/bathroom/floor) analysis by age Summary KPIs for sales price and area Value Delivered: Better pricing and renovation strategies More informed targeting by marketing Enhanced executive decision-making 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div></div> <div> 8. CHANNELS of BEHAVIOUR CH </div> </div> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none"> Weekly team meetings reviewing printed charts Presentation decks with exported visuals from Tableau Strategy sessions with printed KPI reports

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References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>