

**An internship in
Data Analytics with Tableau**

by

SmartInternz

Project Name: iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

Project Id: LTVIP2026TMIDS74551

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1

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ABSTRACT

This project, titled “Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau,” focuses on transforming complex real estate data into clear, actionable insights through interactive data visualization. By cleaning and preparing a dataset containing various housing attributes—such as sale price, area, number of bedrooms, renovation status, and location—key trends were uncovered using Tableau’s powerful visual analytics. The project involved the creation of calculated fields (e.g., TotalAreaSqft, SalePriceBin), the use of filters (e.g., condition, renovation status, zipcode group), and the development of dashboards and stories that narrate insights across multiple dimensions. The resulting solution empowers users—including buyers, real estate agents, and policy makers—to make data-driven decisions. With its scalability and modular structure, the project lays a foundation for further enhancements like live data integration, predictive analytics, and expanded geographic coverage.

Key Words:

- Tableau Dashboard
- Housing Market Analysis
- Data Visualization
- Sale Price Prediction
- Property Features
- Renovation Insights

Project Report Format

1. INTRODUCTION

- 1.1 Project Overview
- 1.2 Purpose

2. IDEATION PHASE

- 2.1 Problem Statement
- 2.2 Empathy Map Canvas
- 2.3 Brainstorming

3. REQUIREMENT ANALYSIS

- 3.1 Customer Journey map
- 3.2 Solution Requirement
- 3.3 Dataflow Diagram
- 3.4 Technology Stack

4. PROJECT DESIGN

- 4.1 Problem Solution Fit
- 4.2 Proposed Solution
- 4.3 Solution Architecture

5. PROJECT PLANNING & SCHEDULING

- 5.1 Project Planning

6. FUNCTIONAL AND PERFORMANCE TESTING

- 6.1 Performance Testing

7. RESULTS

- 7.1 Output Screenshots

8. ADVANTAGES & DISADVANTAGES

9. CONCLUSION

10. FUTURE SCOPE

11. APPENDIX

Source Code(if any)

Dataset Link

GitHub & Project Demo Link

1. Introduction

The real estate market is influenced by various factors such as house age, renovation status, number of bedrooms and bathrooms, and overall size. This project aims to analyze housing market trends and visualize key insights using Tableau to better understand how different features impact sale prices.

1.1. Project overviews

The dataset contains Transformed housing data and 21,609 house sale records, including Property features such as Sales price, area, bedrooms, bathrooms, floors and location. There are a total of 31 columns, out of which Sale Price can be supposedly taken as a dependent variable. The other variables are different features, locations and date, etc. regarding the houses. This project, "Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau," aims to explore and analyze housing market trends using the Transformed Housing Data 2 dataset from Kaggle. The objective is to identify key factors influencing house prices, such as location, size, number of bedrooms, bathrooms, floors and basement area.

By leveraging Tableau, the project will create interactive dashboards, story, bar chart, histogram, summary dashboard to visualize patterns, compare regional price variations, and gain insights into how different features impact house sale prices. The analysis will help in making datadriven decisions for buyers, sellers, and real estate professionals.

1.2. Objectives

- Identify key factors influencing house prices.
- Analyse the effect of renovations on property value.
- Explore the distribution of house sales across different price ranges.
- Create interactive Tableau dashboards to present findings effectively.

2. Project Initialization and Planning Phase

2.1. Define Problem Statement

Problem Statement (PS)	I am (Customer)	I'm trying to	But Because	Which makes me feel
PS-1	A first-time homebuyer who wants to make an informed decision	Find a home within my budget that meets my needs	The available market data is difficult to interpret and scattered across multiple sources There is no centralized, easy to-use tool that visualizes housing trends based on historical sales data	Confused and overwhelmed, making me hesitant to proceed
PS-2	A real estate investor looking for high-return properties Identify	profitable properties based on price trends and key influencing factors Existing	datasets require extensive manual analysis and compare lack clear insights No interactive visualization tool allows me to property appreciation trends effectively	Frustrated and uncertain about making investment decisions
PS-3	A real estate agent aiming to assist clients efficiently	Provide accurate and insightful recommendations based on market data	The data is time consuming to analyse and spread across various reports There is no comprehensive tool to aggregate and visualize pricing trends for quick insights	Less efficient, unable to provide quick, data-backed advice to clients

2.2 Empathy Map Canvas



2.3 Brain Storming

Step 1: Team Gathering, Collaboration and Problem Statement

Our team collaborated to identify pressing challenges in the real estate market, particularly in understanding how various property features influence housing sale prices. After exploring themes like housing affordability, real estate investment planning, urban development, and smart property insights, we narrowed down our focus to uncover actionable insights hidden in housing data. The objective was to visually explore trends using Tableau that would help buyers, sellers, investors, and policy makers understand patterns of sale prices based on features like area, bedrooms, renovation status, condition, location (zipcode groups), and more.

Problem Statement:

How can housing sale price trends and property characteristics be visualized and analyzed using Tableau to identify patterns, improve buyer/seller decision-making, and uncover insights that support strategic real estate planning?

Team Members:

- Team Member: Greeshma Kolli
- Team Member: Pravallika Nekkanti
- Team Member: Velala Venkata Saketh
- Team Leader: Sunkara Bhagya Sree Varalakshmi

Step 2: Brainstorming, Idea Listing and Grouping

S.No Idea Description Category 1 Visualize average sale price by SalePriceBin

Pricing Insights 2 Analyse impact of number of bedrooms on sale price Property

Features 3 Explore relationship between Total Area and Price (scatter

plot) Size-Based Pricing 9

S.No Idea Description Category 4 Compare prices for renovated vs. non-renovated

homes Renovation Analysis

5 Group insights by Zip code Clusters Geographical Comparison

6 Analyse house condition vs. price using dummy variables Quality-Based Pricing 7 Add

calculated field: TotalAreaSqft Data Preparation 8 Create SalePriceBin with 100k intervals
Binning / Categorization 9 Use Tableau dashboard to combine insights Dashboard Design 10
Build a Story in Tableau for narrative Storytelling & Reporting

Step 3: Idea Prioritization Table

S.No	Idea Description	Impact	Feasibility	Priority
1	Visualize average sale price by SalePriceBin	High	Easy	High
2	Analyze impact of number of bedrooms on sale price	High	Easy	High
3	Explore Total Area vs Price (scatter plot)	High	Easy	High
4	Compare renovated vs. non-renovated home prices	Medium	High	High
5	Group insights by Zipcode Clusters	Medium	Medium	Medium
6	Analyze house condition vs. price	High	Medium	High
7	Add calculated field: TotalAreaSqft	Medium	Easy	High
8	Create SalePriceBin with ₹100k intervals	Medium	Easy	High
9	Combine insights using Tableau dashboard	High	Easy	High
10	Build a Tableau Story for business narrative	High	Medium	High

3. Requirement analysis

3.1 Customer Journey map

Stage	Actions & Touchpoints	Emotions		User Goals	Attract
		Pain Points	Opportunities		
Awareness	<p>- Sees dashboard via Experience &</p> <p>Decision</p> <ul style="list-style-type: none"> - social media, newsletter, - Tableau - Public- Reads title/summary 	<p>- Exports visuals</p> <p>Shares dashboard</p> <p>Bookmarks or downloads</p> <p>Excited, Inquisitive</p>		<p>by layout, unsure where to start</p>	11
Consideration	<p>- Clicks dashboard link- Reads introduction, explores layout</p> <p>- Uses filters for location, price, features</p> <p>Views charts (bar, scatter, pie, etc.)</p>	<p>Curious, Interested</p> <p>Satisfied, Confident</p> <p>Unclear if dashboard is relevant</p>		<p>Filters not intuitive, charts slow to load</p>	<p>Use benefit-driven titles, visual thumbnails</p>
Exploration		<p>Engaged, Cautious</p>	Overwhelmed	<p>Limited export options or unclear formats</p>	<p>Add guided walkthrough, simplify navigation</p>
					Add example

	queries, improve performance/sp eed	guides interest and clarify	Understand the Discover dashboard and its features	Preserve and share findings
	Enable easy download/shar e, offer export	purpose	valuable insights	
				Pain Points Opportunities
				User Goals
Stage	Actions & Touchpoints	- Subscribes Experience & Emotions		
Retention	for updates Revisits for new data Leaves feedback	Loyal, Empowered No update notifications,	feedback unacknowledg ed Enable email	actively respond to feedback Stay informed and

3.2 Solution Requirement

Functional Requirements (FRs) FR

No. Functional Requirement (Epic) Sub Requirement (Story / Sub-Task) FR-1

Data Import- Import data from CSV - Enable live database integration (MySQL)

FR-2 Data Cleaning & Transformation - Add calculated fields like Year, Lockdown
- Handle missing values

FR-3 Data Visualization- Create Tableau worksheets - Build multiple dashboards

- Enable filtering by region, year

FR-4 User Interaction FR-5 User Access - Analyze pre/post-lockdown trends - Role-based views for Analyst, Policy Maker, Developer
- View comparative bar charts - Download/export options

FR-6 Feedback Loop - Allow stakeholder feedback and change requests - Implement

revision cycles

12

Non-Functional Requirements (NFRs)

NFR Non-Functional

No. Requirement Description

NFR-1 Usability Dashboard must be intuitive with clear filters, legends, and guided walkthroughs

NFR-2 Security Implement role-based access and secure backend/database connectivity

NFR-3 Reliability System must handle unexpected data formats and maintain high accuracy

NFR-4 Performance Ensure fast loading and responsive interaction across all dashboard elements

NFR-5 Availability Dashboard should be accessible across browsers/devices with minimal downtime

Should scale for large datasets and support additional

NFR-6 Scalability

Diagram

features/modules

3.3 Data Flow

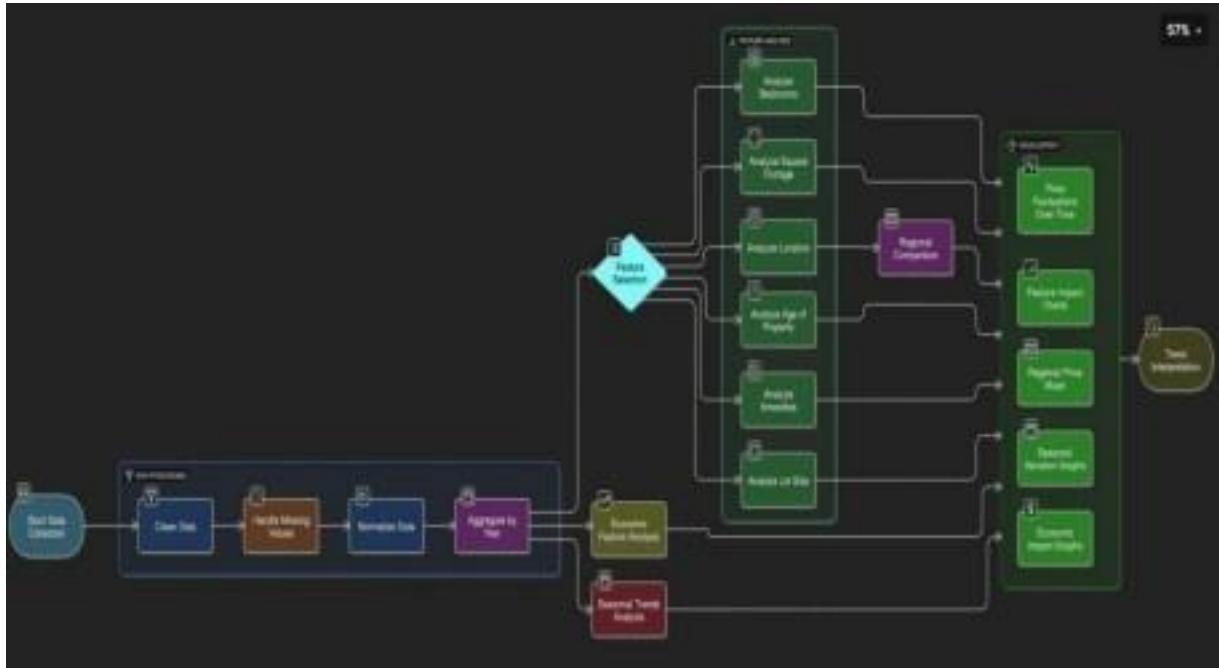
A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right

amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

1. Data collected from POSOCO in CSV format.

2. Cleaned and transformed, with calculated fields like Year and Lockdown.
3. Visualizations built in Tableau using multiple worksheets.
4. Users review the dashboard and may request changes.
5. Final version archived after approval.

13



User Stories Table:

User Type	Requirement Story	Number	User Story / (Epic)	Acceptance Criteria
		Priority	Release	
Analyst / View Housing				
Buyer Trends USN-1	sale prices by region and year.	High	Sprint-1	As a user, I want to view filters and view average timeframes. I can view bar
Analyst Compare	As a user, I want to compare top and bottom performing zip	USN-2	Analyze	locations

codes based on price.		charts with top N and bottom N zip codes by sale price.
As a user, I want to Policy Maker Seasonal Trends USN-3 identify property price trends over time (monthly/quarterly). 14	Medium Sprint-1	I can view

High Sprint-2
time-series charts to analyze

User Type Requirement Story

Number User Story / Task Priority Release A

(Epic)

As a user, I want to

Real Estate Agent	Impact	of renovated vs. non-renovated properties.
View	USN-4	
Renovation	compare prices	

Developer Connect

Housing Data	USN-5	Export dashboard to be connected to a live insights
Developer Dashboard	USN-6	export dashboard

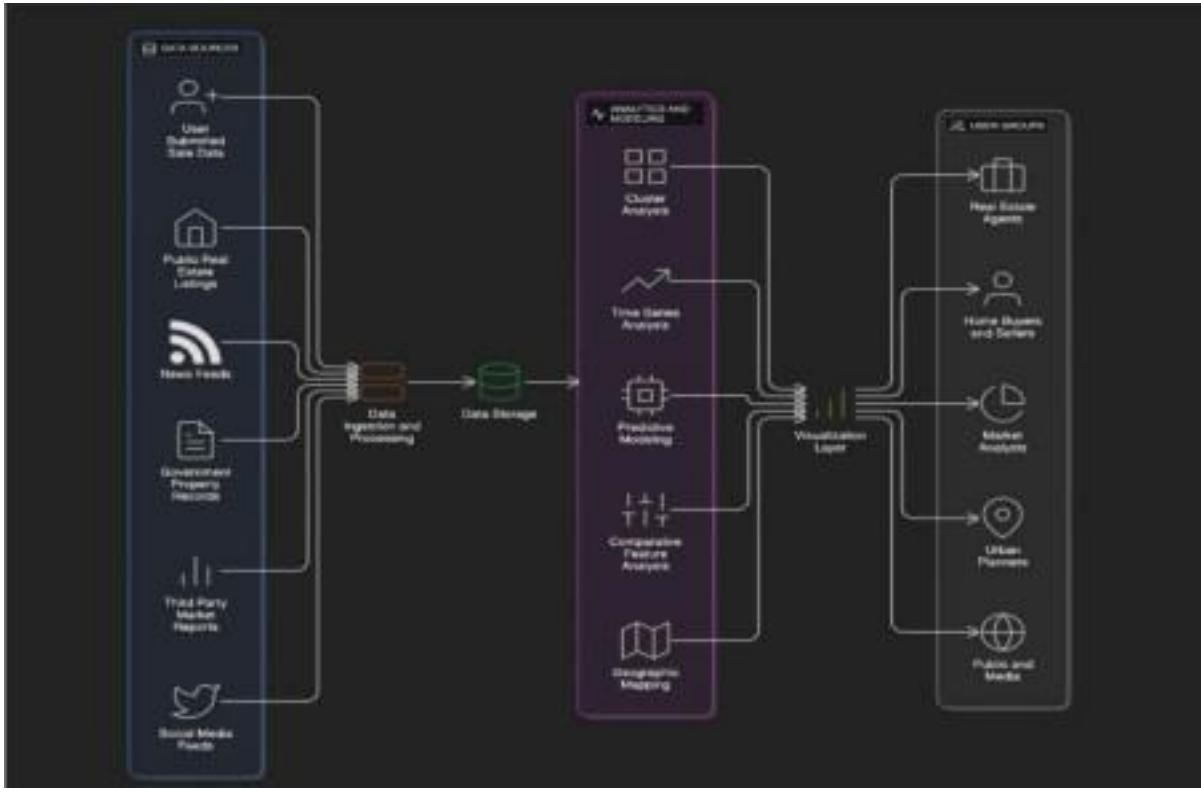
Acceptance Criteria

seasonal pricing trends.

A

As a user, I want the	High Sprint-2	price chart is available for comparison.
renovation	before-and-after	Data refreshes
housing database (MySQL).	automatically from MySQL to Tableau.	
As a user, I want to	I can download	
views for presentations.	Medium Sprint-2	
Low Sprint-3 visualizations	as images or PDFs.	

3.4 Technology Stack



15

4. Project design

4.1 Problem Solution Fit

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

Purpose:

- ❑ Solve complex problems in a way that fits the state of your customers. ❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems. ❑

Understand the existing situation in order to improve it for your target group.

16



4.2 Proposed Solution

Proposed Solution Template

S.No. Parameter Description

1 Problem Statement

The real estate market involves vast and complex datasets on housing location-based analyses. The solution is deployed via a Flask web app.

2 Idea / Solution Description

This project leverages Tableau's powerful visual capabilities to go beyond basic data analytics. By combining calculated fields, condition segmentation, and geographic mapping, the dashboard

3 Novelty / Uniqueness

features and sale prices. These datasets are often underutilized due to lack of effective visualization, making it difficult for buyers, sellers, and analysts to draw insights or forecast trends.

Our solution transforms static housing datasets into interactive, insightful visualizations using Tableau. The project involves cleaning and transforming the data, creating calculated fields and KPIs, and developing a dashboard that highlights key trends, comparisons, and

17

S.No. Parameter Description

offers a dynamic exploration of how features like bedrooms, area, renovation, and location influence housing prices.
visuals and actionable insights.

4 5

Business Model (Revenue Model)

This solution enables real estate buyers, sellers, agents, and market researchers to make informed decisions. It improves housing transparency, supports better urban planning, and enhances user engagement with clear

This dashboard can be scaled and offered as a subscription-based SaaS tool to real estate companies, market research firms, or housing consultancies. Advanced forecasting modules, API integrations, and custom dashboards can be monetized as premium

Social Impact / Customer Satisfaction

features.

scalable and adaptable. It can

The system is designed to be

6Scalability of the Solution

incorporate new datasets (like rental trends or economic indicators), extend to new regions

or cities, and integrate with ML models for price predictions, thereby offering long-term growth potential.

4.3 Solution Architecture

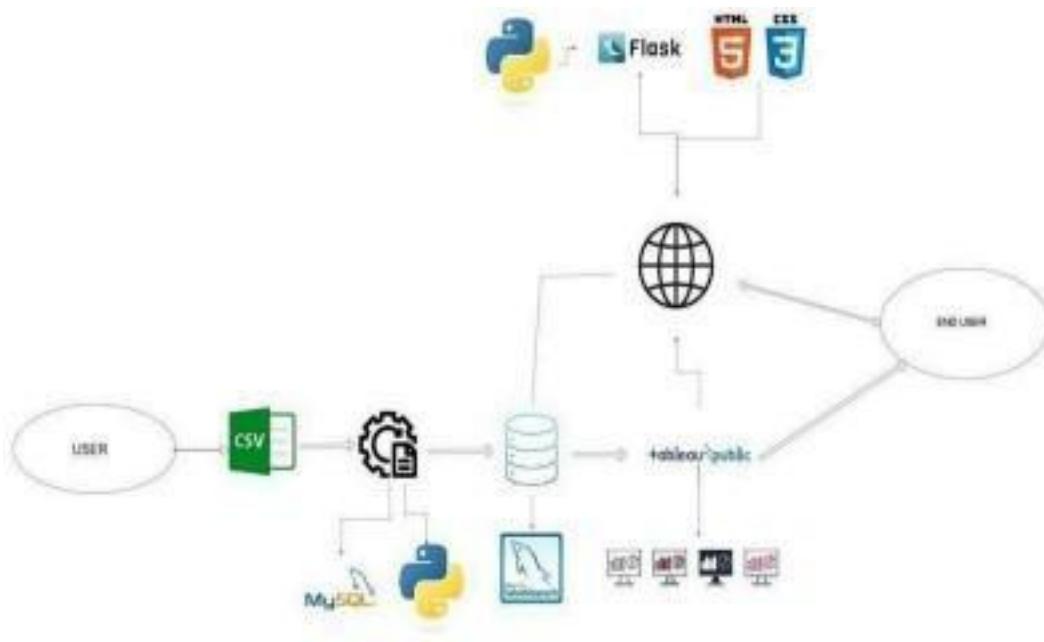
Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- The architecture separates data preprocessing, storage, visualization, and UI layers—making it easy to maintain, scale, and enhance.

- Cleaned data from MySQL is visualized using Tableau dashboards, offering region-wise, year-wise, and seasonal insights with filtering capabilities.

18

- Dashboards are embedded into a Flask-based web interface, allowing end users to interact with visual data through a user-friendly portal.
- The solution supports future extensions like forecasting models and can be deployed locally or on cloud platforms like Heroku or AWS.



5. Project planning & scheduling

5.1 Project Planning

Sprint	Epic	Sprint	User Story No.	Priority	Assigned To
			User Story / Task	Points	
1	Data Setup USN-1	As a user, I can upload housing data in CSV format	3	High	Bhagya
		TotalAreaSqft			
Sprint					Sprint Epic Sprint
1	Data Cleaning USN-2		19		
Sprint					
1	Field Creation USN-3	As a developer, I can clean and preprocess housing data in Tableau	4	High	Bhagya
		Pravallika	2	Medium	
As a user, I can create calculated fields like					As a user, I can create
1	Price Binning USN-4				
		SalePriceBin for grouping			

	houses	2	Medium	Greeshma
Sprint 2	Visualization USN-5 As a user, I can create sheets		High	Pravallika As a user, I can build an
Sprint Data	Dashboard			
2				with charts: price vs features 5
	Creation USN-6		As a user, I can style the dashboard for better readability and navigation	3 High Saketh 2
Sprint 2	Dashboard			Medium Greeshma
Sprint	Styling USN-7 interactive Tableau Dashboard with filters		As a user, I can create a Tableau Story showing	
3	Storytelling USN-8 Sprint	insights step by step		As a developer,I can embed 2 Medium Saketh
	Embed	on	USN-11	prepare final project documentati
3			tableau	High Bhagya
Sprint 3	Testing	USN-9	Dashboard into a Flask	on Medium Bhagya
Sprint 4			As a user, I can test and	As a team, we can prepare 4 2 High Pravallika
Sprint Flask	Documentati	USN-10	review the embedded dashboard UI	
Integeration			As a team, we can	3

4 Demo Preparation USN-12
and rehearse a full demo
walkthrough

2 Medium Saketh

Sprint Epic

User Story No.

User Story / Task Points

Priority Assigned To

20

Sprint 4

Bug Fixing / Final QA USN-13 As a team, we can test the full system and fix 2 Medium Greeshma visual/logic bugs

Project Tracker, Velocity & Burndown Chart

Sprint	Total Story Points	Duration Start Date	End Date	Completion Date	Release Date	Base Date
print-111	4 S	11 Days	June 2021	June 2021	14	14
print-100	4 S	15 Days	June 2021	June 2021	18	18
print-77	4 S	19 Days	June 2021	June 2021	22	22
print-7B7	4 S	Days Days	June 2022	June 2022	June 2022	June 2022

23

June 2022 7²⁶ 26

Velocity Calculation

June 2022

Total Points Completed: $11 + 10 + 7 + 7 = 35$

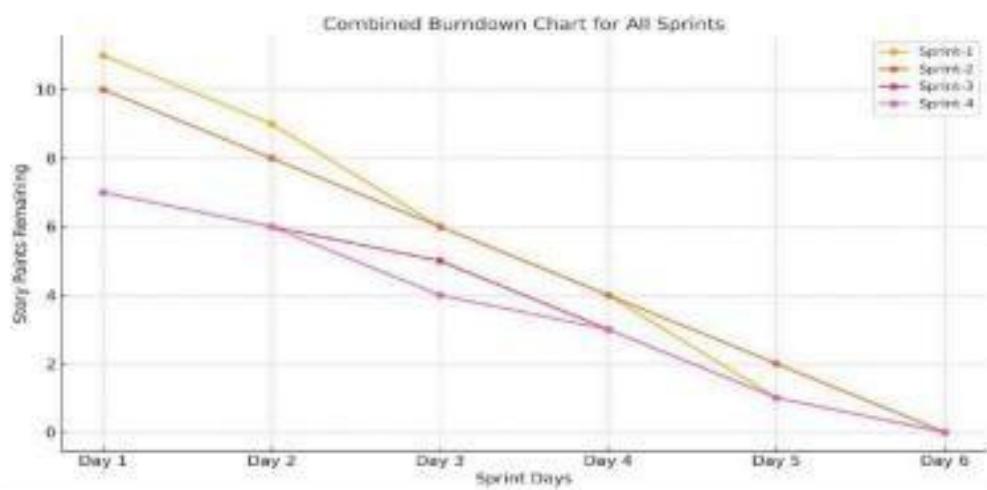
Total Duration: $4 + 4 + 4 + 4 = 16$ days

Average Velocity = Total Points Completed / Total Days = $35 / 16 = 2.19$ points/day

Burndown Chart Insight

- Initial Total Story Points: 35
- Sprint-wise burn (Remaining Points):
 - After Sprint-1: 24
 - After Sprint-2: 14

21
After Sprint-3:
7 ○ After
Sprint-4: 0



6. Functional and performance testing

6.1 Performance Testing

S.No Parameter Screenshot / Values

1 Data Rendered

22

S.No Parameter Screenshot / Values

The dataset used contains housing sales data with fields such as: -

Sale Price, Number of Bedrooms, Bathrooms, Flat Area, Lot Area, Basement Area, House Age, Condition, Renovation Status, Zipcode Group, and others.

The data was provided in .csv format and includes derived and transformed columns for analytics and Tableau visualizations.

Preprocessing was done using Python (Pandas) before importing into Tableau. Steps:

2Data Preprocessing

These filters allow users to drill down and compare trends across different property types and locations.

3 Utilization of Filters

Calculated fields created in Tableau include:

- TotalAreaSqft → [FlatAreaSqft] + [LotAreaSqft] + [BasementAreaSqft]
- SalePriceBin → Binning sale price into ₹100,000 intervals
- Condition_Excellent, Condition_Good, etc. → Dummy fields
- Ever_Renovated_Yes → Dummy field for renovated homes

4

Calculated Fields Used

Removed null/missing values

- Renamed columns for clarity (e.g., "No of Bedrooms" → "Bedrooms")
- Created calculated fields like TotalAreaSqft
- Generated dummy variables for house conditions and renovation status
- Transformed categorical fields for better Tableau usability.

Multiple filters were implemented in Tableau to improve interactivity:

- Number of Bedrooms
- Number of Bathrooms
- House Condition
- Renovation Status (Yes/No)
- Zipcode Group
- Sale Price Bins

23

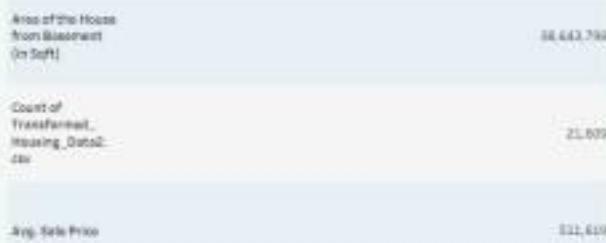
S.No Parameter Screenshot / Values

- AvgPrice → Average sale price for group insights
- HouseAge → Difference from year built and sale year

5 Dashboard

VISUALISING HOUSING MARKET TRENDS

AVG of Sale Price



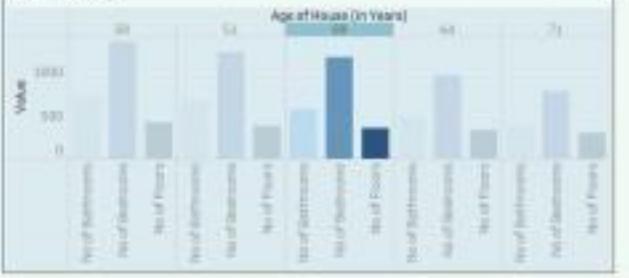
Distribution of House Age by Renovation Status



Sales by Renovation Year

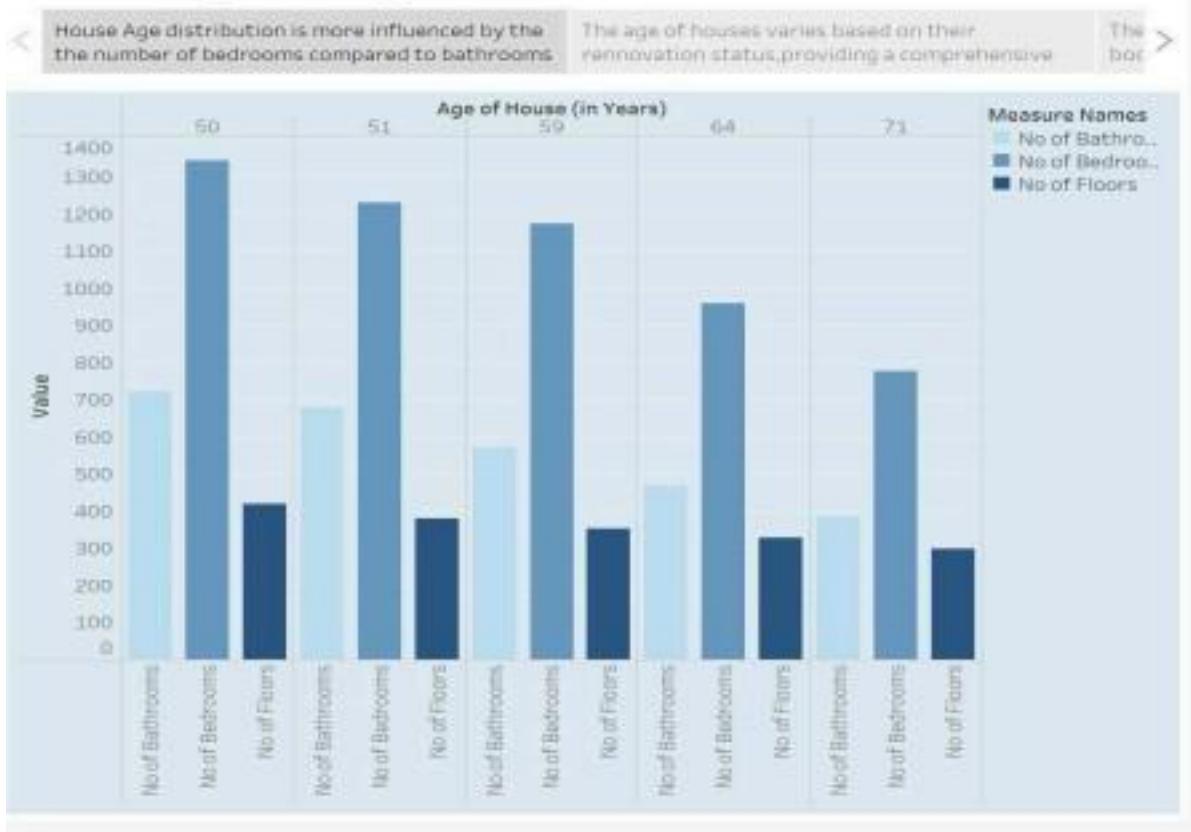


House Age Distribution by Number of Bathrooms, Bedrooms and Floors



6 Story Design

Visualising Housing Market Trends



7.1 Output Screenshots

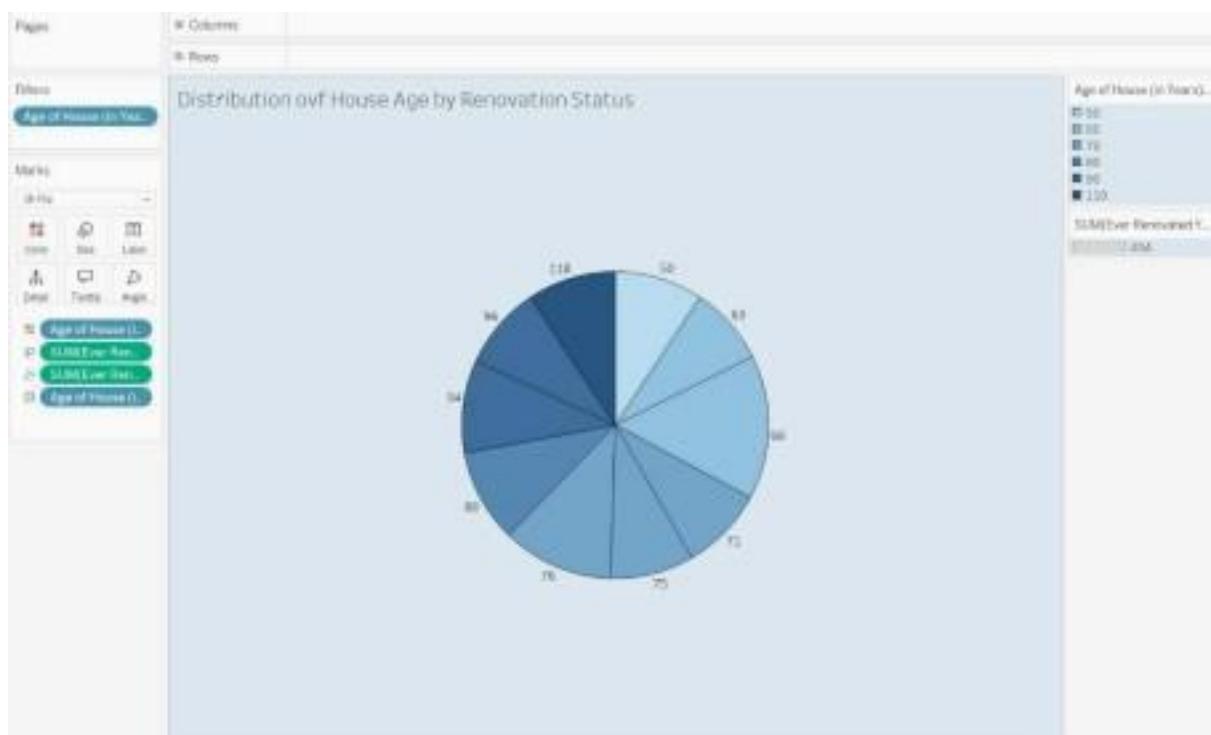
Output of Sheet 1:



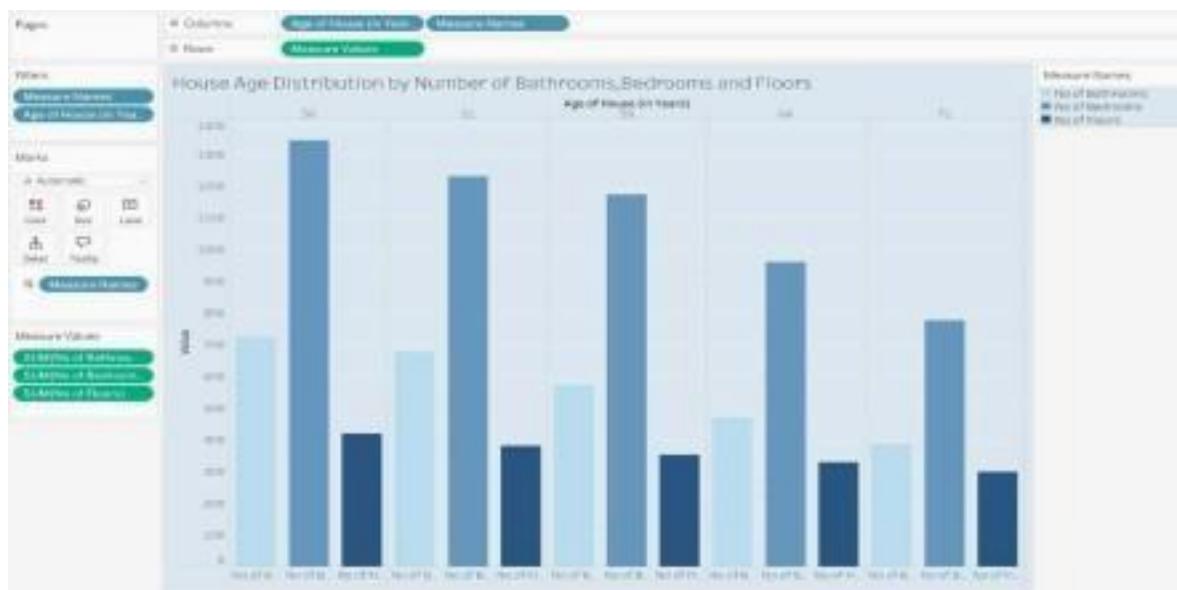
Output of Sheet 2:



26



Output of Sheet 4:



27

Output of Dashboard:



Visualising Housing Market Trends

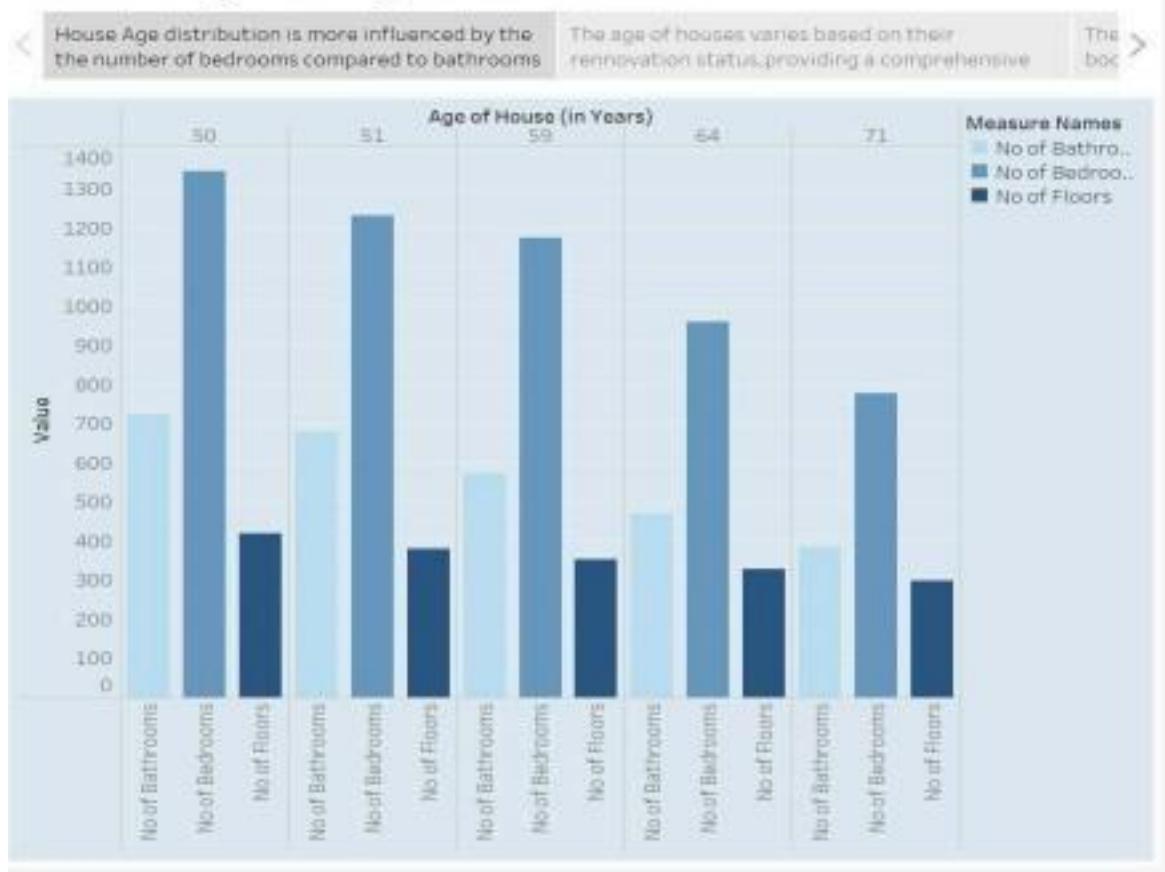
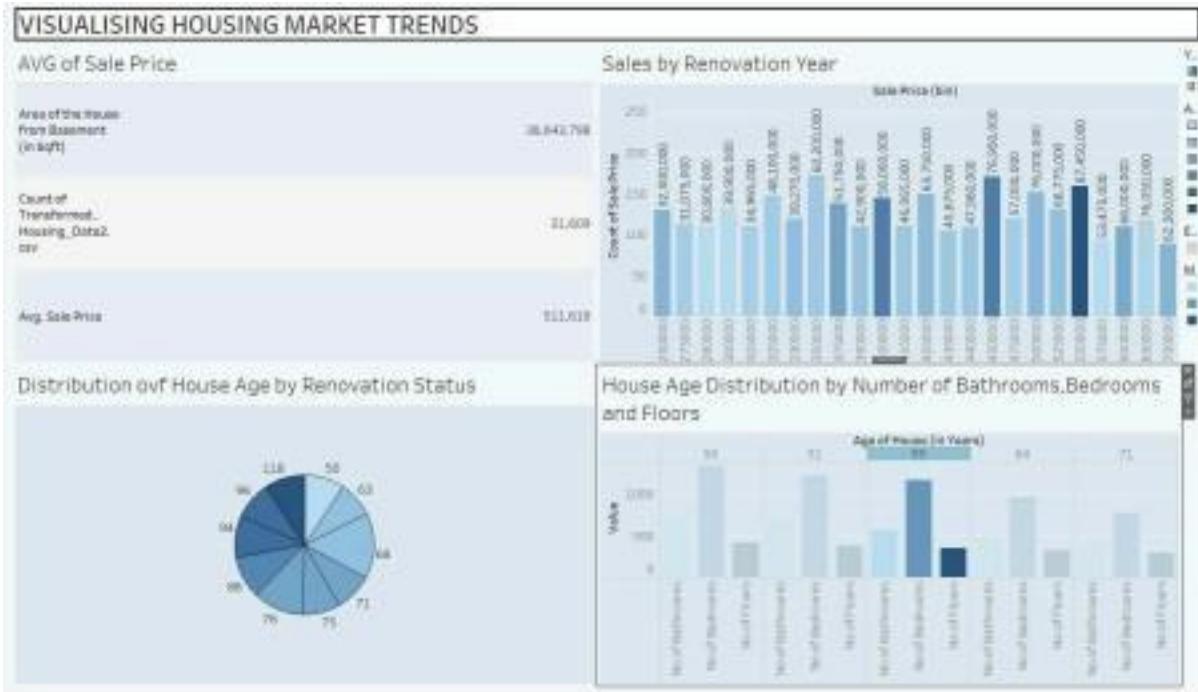


Tableau public link

https://public.tableau.com/app/profile/sunkara.varalakshmi/viz/VisualizingHousingMarketTrends_17514867056680/VISUALISINGHOUSINGMARKETTRENDS?publish=yes



8. Advantages & disadvantages

Advantages:

1. Interactive Analysis:

The Tableau dashboard allows users to explore data with filters (e.g., bedrooms, renovation status, price bins), enhancing understanding through dynamic interactions.

2. Informed Decision-Making:

Buyers, sellers, agents, and investors can make data-driven decisions by identifying which features (e.g., area, renovations, number of floors) impact property value.

3. Data Storytelling:

business reports or stakeholder presentations.

4. Geographic Visualization:

Zipcode grouping allows regional comparison of price trends and property types, revealing market opportunities and local disparities.

5. Calculated Metrics & KPIs:

Metrics like Average Sale Price and Total Area improve business clarity and enable fast comparisons across categories.

6. Web Accessibility:

Embedding the dashboard into a Flask web app increases accessibility—users can view it from any browser without needing Tableau Desktop.

7. Modular & Scalable Design:

The project structure supports additional data (e.g., rental prices, future years), making it expandable to other regions or market conditions.

8. Minimal Coding Required:

Most of the visualizations are created using Tableau's drag-and-drop interface—making it ideal for analysts without deep programming expertise.

Disadvantages:

1. Static Dataset Limitation:

The analysis depends on a preloaded CSV file; it doesn't support real-time updates unless integrated with live databases or APIs.

2. Tool Dependency:

The system relies on Tableau Public, which has limitations like no row-level security and requires dashboards to be public.

3. Learning Curve for Tableau:

While Tableau is user-friendly, new users may need time to understand calculated fields, filters, and advanced charting options.

4. Limited Predictive Power:

This is a descriptive and visual analytics project—it does not use machine learning or predictive modeling to forecast housing prices.

5. Browser Compatibility:

Older browsers or low-resolution screens may not render complex dashboards optimally, especially if not designed responsively.

6. Manual Data Preprocessing:

Initial data cleaning, renaming, and transformation were done manually using Python or within Tableau, which might be error-prone at scale.

9. Conclusion:

The project "Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau" successfully demonstrates how complex real estate data can be transformed into meaningful, interactive visual insights. By leveraging Tableau's powerful visualization capabilities, we have made it easier for buyers, sellers, investors, and analysts to understand the key factors influencing house prices. Our dashboard enables quick comparisons based on features like number of bedrooms, renovations, house age. Overall, this project bridges the gap between raw housing data and strategic real estate decision-making, allowing users to gain actionable insights with minimal technical expertise.

10. Future scope:

1. Live Data Integration:

Future versions can integrate live property listings or transaction data via APIs or real-time databases to provide up-to-date market insights.

2. Machine Learning Forecasting:

Incorporating regression models or time-series forecasting can help predict future housing prices based on historical trends and features.

3. Rental Market Visualization:

Extend the dashboard to include rental data analysis, enabling a broader comparison between buying vs. renting decisions.

4. Mobile Optimization:

Responsive design enhancements can be implemented to ensure the dashboard performs well across tablets and smartphones.

5. Advanced User Access Control:

By using Tableau Server or Tableau Online, dashboards can be secured with role-based access for different stakeholders.

6. Location Intelligence Enhancements:

Integration of geospatial data, satellite maps, or demographic overlays can improve locationbased insights (e.g., school zones, crime rates).

7. Recommendation Engine:

Develop a recommendation system to suggest optimal property types using user-input filters.

11. Appendix

Dataset Link:

[iRevolution iPhone India | Tableau Public](#)

Project Demo Video Link:

https://drive.google.com/file/d/1_uo3hy5iVW3GFP7vAL6gRZDqOcOAOKuy/view?usp=drive_link

