**Project Design Phase**

**Proposed Solution Template**

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| Date | June 2025 |
| Team ID | LTVIP2025TMID48073 |
| Project Name | Visualizing Housing Market Trends An Analysis of Sale Prices and Features using Tableau |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Prospective property buyers, investors, and consultants struggle to analyze housing market trends due to fragmented data, non-visual interfaces, and a lack of easily understandable insights. This results in poor decision-making, missed investment opportunities, and reduced confidence. |
|  | Idea / Solution description | Develop a **data visualization dashboard using Tableau** to provide a clear, interactive, and comparative view of housing sale prices and property features (e.g., location, property type, area, year). The tool will help users explore market trends, compare properties, and make informed decisions faster. |
|  | Novelty / Uniqueness | The solution stands out by integrating multiple property features into a single visual dashboard, allowing users to apply filters, interact with charts (like donut, funnel, trendline), and gain instant insights—unlike traditional text-heavy listings or scattered portals. |
|  | Social Impact / Customer Satisfaction | - Improves **financial literacy** among home buyers and small investors.  - Enhances **user empowerment** by offering data transparency and visual clarity.  - Reduces **emotional stress** tied to property investment through data-driven confidence. |
|  | Business Model (Revenue Model) | - Freemium model for basic visualization access.  - Subscription-based premium dashboards for brokers, developers, or consultants.  - Advertisement or sponsored listings within the dashboard.  - API access or white-labeling to real estate platforms. |
|  | Scalability of the Solution | |  | | --- | | - The solution can scale to multiple cities, states, or countries by plugging in localized datasets.  - Modular dashboard design allows easy integration of new metrics or visual types.  - Can be deployed for **commercial**, **rental**, or **industrial property segments** in the future. | |