

TABLEAU HOUSING MARKET ANALYSIS

Visualizing Housing Market Trends: Analysis of Sale Prices and Features using Tableau for ABC Company

	ENTICE How does someone initially become aware of this process?	ENTER What do people experience as they begin the process?	ENGAGE In the core moments in the process, what happens?	EXIT What do people typically experience as the process finishes?	EXTEND What happens after the experience is over?
Steps What does the person (or group) typically experience?	<b>Market Challenge Identification</b>  Real estate analysts and executives recognize need for data-driven insights into housing market trends, pricing factors, and sales patterns	<b>Project Initiation &amp; Data Access</b>  Analysts receive project brief and gain access to comprehensive housing dataset containing sales data, property features, and renovation history	<b>Data Analysis &amp; Visualization Creation</b>  <ul style="list-style-type: none"><li>Clean &amp; prep housing data in Tableau Prep</li><li>Create Scenario 1: Overall data overview</li><li>Create Scenario 2: Sales by renovation years</li><li>Create Scenario 3: Age distribution by renovation</li><li>Create Scenario 4: Features by house age</li><li>Build interactive dashboard</li><li>Develop analytical story</li></ul>	<b>Insight Presentation &amp; Publication</b>  Present findings to stakeholders through Tableau dashboards and stories, publish to Tableau Server for ongoing access	<b>Strategy Implementation &amp; Future Analysis</b>  Apply insights to pricing strategies, market positioning, and request additional housing market analysis projects
Interactions What interactions do they have at each step?	<b>Things:</b> Market reports, competitor analysis, executive briefings  <b>Places:</b> Executive offices, strategy meetings, analyst workstations  <b>People:</b> Company executives, real estate analysts, marketing teams, project managers	<b>Things:</b> Housing dataset (CSV/Excel), data dictionary, Tableau Prep, project requirements  <b>Places:</b> Analyst workstations, data storage systems, Tableau environment  <b>People:</b> Data analysts, IT support, project stakeholders, data stewards	<b>Things:</b> Tableau Desktop, Tableau Prep Builder, cleaned datasets, visualization templates, dashboard canvas  <b>Places:</b> Tableau workspace, development environment, collaborative workspaces  <b>People:</b> Data analysts, visualization designers, domain experts, peer reviewers	<b>Things:</b> Tableau Server/Public, presentation slides, executive summary, dashboard URLs  <b>Places:</b> Conference rooms, executive offices, online meeting platforms  <b>People:</b> Executives, marketing teams, real estate analysts, decision makers	<b>Things:</b> Strategic planning documents, pricing models, market reports, follow-up analysis requests  <b>Places:</b> Strategy meetings, marketing departments, executive offices  <b>People:</b> Strategy teams, marketing managers, sales teams, business stakeholders
Goals & motivations At each step, what is a person's primary goal?	Help me understand what factors drive housing market success and identify data-driven opportunities for competitive advantage	Help me access and understand the scope and quality of our housing market data to plan effective analysis	Help me create compelling, accurate visualizations that reveal actionable insights about housing trends, pricing, and market dynamics	Help me communicate findings clearly to stakeholders and ensure insights drive strategic decision-making	Help me translate insights into improved market positioning and continued analytical value for the organization
Positive moments What steps are enjoyable, productive, or exciting?	Excitement about uncovering hidden market patterns and gaining competitive intelligence through data analysis	Discovery of comprehensive housing dataset with rich attributes (renovation data, property features, sales history)	<ul style="list-style-type: none"><li>Clear patterns emerge in renovation impact analysis</li><li>Rich insights about housing feature preferences</li><li>Dashboard integration creates compelling narrative</li><li>Story flows logically with actionable insights</li></ul>	Stakeholders immediately see value in insights for pricing strategies and market positioning decisions	<ul style="list-style-type: none"><li>Improved market performance from insight-driven strategies</li><li>Recognition leads to expanded analytical capabilities</li><li>Success generates requests for deeper analysis</li></ul>
Negative moments What steps are frustrating, confusing, or time-consuming?	Uncertainty about data availability, quality issues, and complexity of housing market factors affecting analysis scope	Data quality issues including missing values, inconsistent formatting, and complex data relationships requiring cleanup	<ul style="list-style-type: none"><li>Complex binning decisions for renovation analysis</li><li>Pie chart limitations with many age categories</li><li>Grouped bar chart complexity reduces clarity</li><li>Dashboard performance issues</li><li>Balancing detail vs. executive accessibility</li></ul>	Unexpected questions about data accuracy or methodology that weren't anticipated during preparation	<ul style="list-style-type: none"><li>Difficulty measuring impact of insight-driven decisions</li><li>Resource constraints limiting expanded analysis</li><li>Challenge scaling analytical capabilities</li></ul>
Areas of opportunity How might we make each step better?	How might we clearly define success metrics and expected outcomes upfront to reduce uncertainty?	Could we create automated data quality checks and reusable preparation templates for housing projects?	<ul style="list-style-type: none"><li>Add trend lines and statistical significance indicators</li><li>Make age categories more intuitive</li><li>Simplify complex visualizations while maintaining detail</li><li>Optimize dashboard performance</li><li>Create interactive, personalized stories</li></ul>	How might we create more robust Q&A preparation and comprehensive supporting documentation?	<ul style="list-style-type: none"><li>Create feedback loops to measure strategy effectiveness</li><li>Develop scalable analytical infrastructure</li><li>Build predictive models for future trends</li></ul>

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