

Project Design Phase
proposed solution

Project Design Phase

Proposed Solution Template

Date 15 February 2025	23 June 2025
Team ID	LTVIP2025TMID50341
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.

S. No	Parameter	Description
	Problem Statement (Problem to be solved)	The housing market often lacks clarity regarding how property renovations impact sales prices over time. Buyers and sellers struggle to assess the return on investment for renovations due to the absence of clear data analytics. This limits effective decision-making and market efficiency.
2.	Idea / Solution description	Our project addresses this issue by visualizing total sales in relation to the number of years since a house was renovated. Using Tableau, we created a histogram that displays how recently renovated properties correlate with various sales price ranges. This visualization enables stakeholders to identify patterns and trends in buyer preferences and renovation impact.
3.	Novelty / Uniqueness	This solution stands out by offering an interactive, visual data analysis centered around the renovation timeline—a variable rarely explored in depth in traditional market reports. It brings actionable insights to the forefront using clear, user-friendly dashboards, making the data more accessible to both experts and laypeople.
4.	Social Impact / Customer Satisfaction	he solution empowers homebuyers with valuable insights into how renovation age affects home value, leading to more informed purchasing decisions. It also helps sellers and agents time renovations effectively to increase profits. Overall, it supports transparency, enhances consumer trust, and contributes to better housing policy and urban planning.

5.	Business Model (Revenue Model)	The solution can be monetized through a subscription-based model targeting real estate agencies, property investors, and developers. Additional income streams include custom dashboard development, real-time market reporting, and integration services with existing property listing platforms or CRMs.
6.	Scalability of the Solution	This model can be extended to include multiple variables such as location, square footage, number of bedrooms, or neighborhood crime rates. It can also scale geographically to analyze real estate markets across different cities or countries. With integration into national real estate databases, it can provide ongoing, large-scale market intelligence.

<div>Problem statement</div> <div>Focus on J&P, tap into BE, understand PC</div>	<div>Problem Statement (Problem to be Solved):</div> <p>The housing market often lacks clarity regarding how property renovations impact sales prices over time. Buyers and sellers struggle to assess the return on investment for renovations due to the absence of clear data analytics. This limits effective decision-making and market efficiency.</p>	<div>Idea/solution description</div> <p>Our project addresses this issue by visualizing total sales in relation to the number of years since a house was renovated. Using Tableau, we created a histogram that displays how recently renovated properties correlate with various sales price ranges. This visualization enables stakeholders to identify patterns and trends in buyer preferences and renovation impact.</p>	<div>3. Novelty/Uniqueness</div> <p>This solution stands out by offering an interactive, visual data analysis centered around the renovation timeline—a variable rarely explored in depth in traditional market reports. It brings actionable insights to the forefront using clear, user-friendly dashboards, making the data more accessible to both experts and laypeople.</p>
	<div>4. Social Impact / Customer Satisfaction:</div> <p>The solution empowers homebuyers with valuable insights into how renovation age affects home value, leading to more informed purchasing decisions. It also helps sellers and agents time renovations effectively to increase profits. Overall, it supports transparency, enhances consumer trust, and contributes to better housing policy and urban planning.</p>	<div>5. Business Model (Revenue Model):</div> <p>The solution can be monetized through a subscription-based model targeting real estate agencies, property investors, and developers. Additional income streams include custom dashboard development, real-time market reporting, and integration services with existing property listing platforms or CRMs.</p>	<div>6. Scalability of the solution:</div> <p>This model can be extended to include multiple variables such as location, square footage, number of bedrooms, or neighborhood crime rates. It can also scale geographically to analyze real estate markets across different cities or countries. With integration into national real estate databases, it can provide ongoing, large-scale market intelligence.</p> <div>Focus on J&P, tap into BE, understand PC</div>