

Smartbridge Summer Internship Project

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Project Name	Housing Market Trends Analysis

Technology Stack Report

1. Overview

This project involves building interactive dashboards using Tableau to analyze housing market trends. The technology stack includes tools and platforms for data cleaning, visualization, user interaction, and report generation.

2. Technology Stack Components

Category	Tool / Technology	Purpose
Data Source	Excel / CSV File	Housing dataset used for analysis
Data Cleaning	Microsoft Excel	Preprocessing raw housing data (e.g., removing nulls, calculating age)
Data Visualization	Tableau Public / Tableau Desktop	Designing dashboards, KPIs, and story points
Report Creation	MS Word / Google Docs	Drafting ideation, requirement, implementation, and evaluation reports
Presentation	MS PowerPoint / Canva	Final project presentation and storytelling
Design Tools	Figma / Draw.io (optional)	Creating empathy maps, journey maps, data flow diagrams
Image Generation	AI Tools (for infographics)	Visualizing customer journeys and system architecture (optional enhancement)
Documentation	PDF Export, DOCX	Submitting and compiling project deliverables

3. Key Tool: Tableau

Purpose: Core visualization platform used to transform static housing data into interactive dashboards.

Features Used:

- KPI Cards (Total Houses, Avg Sale Price)
- Histogram (Sales by Years Since Renovation)
- Pie Chart (Renovation Status Distribution)
- Grouped Bar Chart (House Features vs Age)
- Filters and Parameters for interactivityStory functionality for guided insight narration

4. Conclusion

The chosen tech stack ensures a user-friendly, professional, and data-rich experience. Tableau's interactivity, combined with clear data preparation and reporting tools, allows ABC Company to effectively visualize and act on housing market trends.