

Project Design Phase
Proposed Solution

Date	30 June 2025
Team ID	LTVIP2025TMID49628
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
1.	Problem Statement (Problem to be solved)	Lack of clear, visual insights into housing market trends and pricing makes it difficult for buyers, sellers, and analysts to make informed decisions.
2.	Idea / Solution description	Develop interactive Tableau dashboards to visualize housing sales data, including sale price trends, property features, and neighborhood analysis. This solution enables users to explore and filter data easily, understand market dynamics, and identify patterns.
3.	Novelty / Uniqueness	The project combines multiple visualization techniques (maps, trend lines, calculated KPIs) in a single dynamic dashboard, offering a comprehensive, user-friendly tool that updates automatically with new data inputs.
4.	Social Impact / Customer Satisfaction	By making market data transparent and accessible, the solution empowers home buyers and sellers to make informed choices, reduces reliance on intermediaries, and promotes fair pricing practices, ultimately increasing trust and satisfaction.
5.	Business Model (Revenue Model)	The dashboard can be offered as a subscription-based service for real estate agencies and financial institutions, or as a freemium model with basic visualizations available to the public and premium advanced analytics features accessible via paid plans.
6.	Scalability of the Solution	The solution is highly scalable, as it can incorporate additional datasets (e.g., rental trends, demographic data), be deployed across multiple regions, and integrated with other BI tools or platforms. New visualizations and analytics modules can be added easily as demand grows.