# Ideation Phase

Empathy Map

| Date | 26 June 2025 |
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| **Team Id** | LTVIP2025TMID20787 |
| **Project Name** | Visualizing Housing Market Trends: An Analysis Of Sales Prices and Features Using Tableau |
| **Maximum Marks** | 4 Marks |

**About:**

An **empathy map** is a design-thinking tool that helps you understand and visualize the **needs, emotions, and behaviors of your users**. Applying it to a Tableau dashboard on housing market trends means building a deep, user-centered empathy lens to guide your design decisions.

A well-designed Tableau dashboard with **goals & marketing alignment** enables:

- **Insight-driven marketing**: Pinpoint neighborhoods, features, price points that resonate.
- **Performance optimization**: Monitor Days on Market, show trends over time, and adapt messages.
- **Lead generation**: Share engaging visuals to attract prospective buyers/investors.
- **Strategic planning**: Use forecasting to shape pricing, promotions, and inventory strategy.

By embedding marketing theory like geomarketing, behavioral analytics, predictive models, and MMM into your dashboard, you elevate it from a reporting tool into a **proactive marketing engine**—driving smarter, data-powered decisions in the housing market.

**Benefits for marketing**:

- Gain deeper visibility into **price dynamics**, inventory levels, and Days-on-Market trends—enabling informed pricing and inventory decisions.
- leverage **geomarketing** by mapping and segmenting neighborhoods based on price patterns, demand, or feature appeal .
- Provide **real-time, interactive dashboards** that keep agents, clients, and teams aligned—reducing confusion and accelerating decision-making .
- **Demographically informed decisions** using integrated data on household size, income, or buyer preferences .

By leveraging a Tableau housing market dashboard, you not only elevate your **analytical power** and **decision-making speed** but also enhance **marketing effectiveness**, **operational best practices**, and **stakeholder collaboration.**

**Map:**