Ideation phase

Define problem statement

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

About:

Understanding the dynamics of the housing market is essential for buyers, sellers, real estate professionals, and policymakers. However, the housing market generates vast amounts of data related to property features, locations, and sale prices, which can be complex and difficult to interpret through raw data alone. Without effective visualization, it becomes challenging to identify patterns, assess market trends, and make informed decisions.

This project aims to bridge that gap by utilizing Tableau to visually explore and analyze housing market data. The goal is to identify key trends in sales prices, understand the impact of various property features (such as size, number of bedrooms, location, and age), and provide actionable insights through interactive dashboards. By translating raw housing data into meaningful visualizations, stakeholders can make data-driven decisions with greater accuracy and confidence.

Benefits:

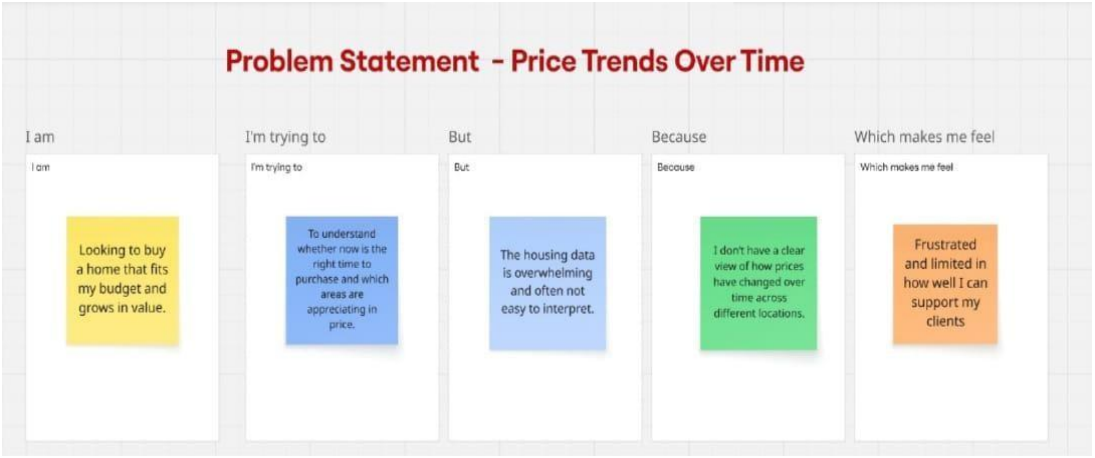
a. Improved Decision-Making
b. Visual Insight into Market Trends
c. User-Friendly Analysis
d. Feature Impact Identification
e. Location-Specific Insights.

Uses:

a. Understand pricing trends, demand shifts, and investment opportunities across regions and time periods.
b. Help homebuyers identify the best time and place to purchase, and assist sellers in pricing properties competitively
c. Assist real estate investors in identifying high-return areas and property types based on historical performance.
d. Support government agencies in developing housing policies based on data-driven insights about supply, demand, and pricing trends.
e. Use historical data trends to predict future market behavior, helping in budget planning and risk management.
f. Compare the performance of different neighborhoods or property types to understand competitive positioning.

Example:

1. **Problem statement: Price Trends Over Time**



2. **Problem Statement: Outlier and Market Trend Detection**