

PROJECT DESIGN PHASE

PROPOSED SOLUTION TEMPLATE

Date	18 June 2025
Team ID	LTVIP2025TMID
Project Name	Visualizing Housing Market Trends: An Analysis of Sales Prices and Features Using Tableau
Maximum Marks	4 marks

Proposed Solution Template:

Problem Statement	Homebuyers and analysts struggle to understand complex housing market trends. Raw datasets often lack context and visualization, making it difficult to make informed decisions about pricing, location, and investment potential.
Idea /Solution	Develop a housing market visualization platform that uses clean, transformed datasets to generate interactive dashboard. It enables users to explore trends such as pricing, locality demand, builder performance, and property type insights.
Novelty /Uniqueness	Visual storytelling of housing trends, AI-enhanced filtering (location, budget), Automated journey mapping for different user personas, Real-time market anomaly alerts (price spikes)
Social impact/Customer feedback	Empowers first-time buyers with data-backed decisions, increases transparency in the housing sector, reduces risk of poor investment choices and enhances buyer trust.
Business Model	Freemium web dashboard with premium analytics layers, data subscription for realtors, developers, and analysts, and monetization through white-labeled insights to partner platforms.
Scalability of the solution	Expandable to various Indian cities or global real estate markets, easy integration with government APIs (RERA) and builder CRMs, supports additional layers like rental insights or legal transparency, scalable on cloud infrastructure for high-volume querying.