**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID47510 |
| Project Name | Visualizing Housing Market Trends: An Analysis of Sale Prices and Features |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

Customers (homebuyers, investors, real estate agents, and analysts) struggle to understand housing market trends due to scattered raw data, non-visual formats, and lack of clarity in how features impact sale prices. This makes informed decision-making time-consuming, uncertain, and risky.

#### ****Proposed Solution****

An interactive, user-friendly Tableau dashboard that visually represents housing data—including sale prices, locations, property features, and trends—through charts, filters, and calculated insights. This allows users to compare, predict, and explore the real estate market effectively.

### ****Purpose Alignment****

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| **Goal** | **Fit with Your Project** |
| Solve complex problems in a way that fits the state of your customers | Presents complex housing data in an intuitive visual format tailored to different user needs |
| Succeed faster by tapping into existing behavior patterns | Leverages the common practice of market research through filters, comparisons, and dashboards |
| Sharpen communication & marketing with right triggers | Clearly communicates insights using impactful visuals (graphs, maps, KPIs, and stories) |
| Increase user engagement and trust | Builds confidence by making decisions data-driven, reducing risk and uncertainty |
| Understand the existing situation to improve it | Offers a better way to analyze historical sales trends and housing feature relationships |