

Project Design Phase
Proposed Solution Template

Date	20 June 2025
Team ID	LTVIP2025TMID59142
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)	The real estate market is complex and often difficult to understand for buyers, investors, and agents due to fragmented, outdated, or hard-to-interpret data. There is a lack of clear, accessible tools to visualize market trends and predict future pricing with accuracy, leaving decision-makers feeling uncertain or misinformed.
2.	Idea / Solution description	The project aims to develop an intuitive platform that visualizes housing market trends using historical data and predictive analytics. It will allow users to: <ul style="list-style-type: none">• Track property sale patterns over time• Predict future price trends using machine learning models• Explore market dynamics by region, property type, and time• Interact with graphs, heatmaps, and dashboards for deep insights
3.	Novelty / Uniqueness	Unlike existing static reports or property websites, this solution combines: <ul style="list-style-type: none">• Dynamic, real-time visualizations• Predictive pricing powered by machine learning• User-friendly filtering and comparison tools• A data storytelling approach that simplifies complex trends This makes the platform accessible not just to analysts, but also to everyday buyers and small investors.
4.	Social Impact / Customer Satisfaction	<input type="checkbox"/> Empowers buyers and investors with data-driven insights, reducing risk and stress. <input type="checkbox"/> Increases transparency in real estate transactions.

		<input type="checkbox"/> Improves decision-making , especially for first-time buyers and economically vulnerable groups. <input type="checkbox"/> Supports policy makers in understanding and regulating housing markets.
5.	Business Model (Revenue Model)	<input type="checkbox"/> Freemium Model: Basic visualizations free; advanced analytics and predictions behind a subscription. <input type="checkbox"/> Data Licensing: Sell insights or aggregate data to developers, financial institutions, and agencies. <input type="checkbox"/> Ad-based Revenue: Display property listings or agent services within the platform. <input type="checkbox"/> Custom Dashboards: Offer premium, tailored visualizations for real estate firms or investment groups.
6.	Scalability of the Solution	<ul style="list-style-type: none"> • Technically scalable: Can integrate more cities, countries, or property types over time. • Market scalable: From individual buyers to enterprise-level clients (agents, firms, policymakers). • Feature scalability: Future additions may include rental market analysis, ROI calculators, or neighborhood growth forecasts.