

Project Design Phase
Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID49194
Project Name	Visualizing housing Market trends:An analysis of sale prices and features using tableau
Maximum Marks	2 Marks

Problem -- Solution Fit Template:

The Problem-Solution Fit ensures that the solution you propose effectively addresses a specific problem faced by your target audience. For this project, the goal is to analyze and visualize housing market trends to help stakeholders make informed decisions.

Purpose:

- **Solve complex problems:** Provide actionable insights into housing market trends by analyzing sale prices and property features, tailored to the needs of real estate agents, buyers, and investors.
 - **Increase solution adoption:** Leverage Tableau's interactive dashboards to present data in an intuitive and engaging manner, ensuring quick adoption by users.
 - **Sharpen communication:** Use clear visualizations and data-driven narratives to highlight key trends, such as price fluctuations, feature importance, and regional comparisons.
 - **Build trust:** Address frequent pain points like data overload and lack of clarity in market trends by offering a streamlined, visual approach to data analysis.
 - **Improve the existing situation:** Replace manual or outdated methods of market analysis with dynamic, real-time visualizations that empower users to make faster, better-informed decisions.
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Problem-Solution Fit Analysis:

Problem Statement:

Stakeholders in the housing market (e.g., real estate agents, buyers, investors) often struggle with:

- **Data overload:** Large datasets make it difficult to identify meaningful trends.
- **Lack of clarity:** Traditional spreadsheets or reports fail to highlight actionable insights.
- **Time-consuming analysis:** Manual processes delay decision-making.

Proposed Solution:

Develop an interactive Tableau dashboard that:

1. **Visualizes key metrics:** Displays sale prices, property features (e.g., bedrooms, location), and trends over time.
2. **Filters dynamically:** Allows users to drill down by region, price range, or property type.

3. **Highlights correlations:** Uses charts and heatmaps to show relationships between features and prices.
4. **Provides real-time updates:** Ensures stakeholders have access to the latest data.

Why It Works:

- **Behavioral fit:** Aligns with users' preference for visual, interactive tools over static reports.
- **Urgent need:** Addresses the demand for faster, clearer market insights in a competitive industry.
- **Scalable:** Can be adapted for different regions or expanded with additional data sources.

Template:

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