Ideation Phase Document

Project Title: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features Using Tableau

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# 1. Brainstorming / Idea Generation

- How do housing features (area, year built, quality, etc.) affect sale price?  
- Can we identify undervalued or overvalued properties?  
- How does location (neighborhood) influence pricing trends?  
- Can we forecast future pricing trends using historic data?  
- What visualizations best help stakeholders understand market behavior?

# 2. Define Problem Statement

The real estate market is complex and influenced by multiple features such as area, location, build quality, and age. Buyers, sellers, and investors often find it difficult to make data-informed decisions. This project aims to simplify housing data analysis by visualizing price trends and key influencing features using Tableau, thereby enabling better decision-making and market understanding.

# 3. Empathy Map Canvas

## a) Says

- "I want to know the fair market value of a house."  
- "Can I see price trends over the years in a neighborhood?"  
- "Which features contribute most to price changes?"

## b) Thinks

- "Am I paying too much for this property?"  
- "What’s the future resale potential?"  
- "Can data help reduce my investment risk?"

## c) Does

- Searches for homes online  
- Compares properties using real estate platforms  
- Consults agents or investment advisors

## d) Feels

- Overwhelmed by the complexity of housing data  
- Anxious about making the right purchase decision  
- Curious about hidden trends in real estate markets