**Project Design Phase**

**Proposed Solution Template**

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| Date | 20/06/25 |
| Team ID | LTVIP2025TMID47506 |
| Project Name | Visualizing housing market trends: an analysis of sale prices and features |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

**S.No. Parameter Description**

The real estate market involves vast and complex datasets on housing features and

Problem sale prices. These datasets are often underutilized due to lack of effective

1

Statement visualization, making it difficult for buyers, sellers, and analysts to draw insights or forecast trends.

Our solution transforms static housing datasets into interactive, insightful visualizations using Tableau. The project involves cleaning and transforming the Idea / Solution

2 data, creating calculated fields and KPIs, and developing a dashboard that highlights Description key trends, comparisons, and location-based analyses. The solution is deployed via a Flask web app.

This project leverages Tableau’s powerful visual capabilities to go beyond basic data

Novelty / analytics. By combining calculated fields, condition segmentation, and geographic

3

Uniqueness mapping, the dashboard offers a dynamic exploration of how features like bedrooms, area, renovation, and location influence housing prices.

Social Impact / This solution enables real estate buyers, sellers, agents, and market researchers to

1. Customer make informed decisions. It improves housing transparency, supports better urban Satisfaction planning, and enhances user engagement with clear visuals and actionable insights.

This dashboard can be scaled and offered as a subscription-based SaaS tool to real

Business Model estate companies, market research firms, or housing consultancies. Advanced

1. (Revenue

forecasting modules, API integrations, and custom dashboards can be monetized as

Model) premium features.

The system is designed to be scalable and adaptable. It can incorporate new

Scalability of the datasets (like rental trends or economic indicators), extend to new regions or cities,

6

Solution and integrate with ML models for price predictions, thereby offering long-term growth potential.