Visualizing Housing Market Trends

An Analysis of Sale Prices and Features using Tableau

Objective:

► The objective of this project is to analyze and visualize key factors influencing house prices and sales trends using Tableau. By examining comprehensive housing data, the goal is to extract meaningful insights that can drive strategic decision-making, optimize pricing strategies, and enhance market competitiveness for a Company.

Scenario 1: Overall Data Overview

▶ Analyze and visualize key factors influencing house prices and sales trends using Tableau to optimize pricing strategies and enhance market competitiveness.
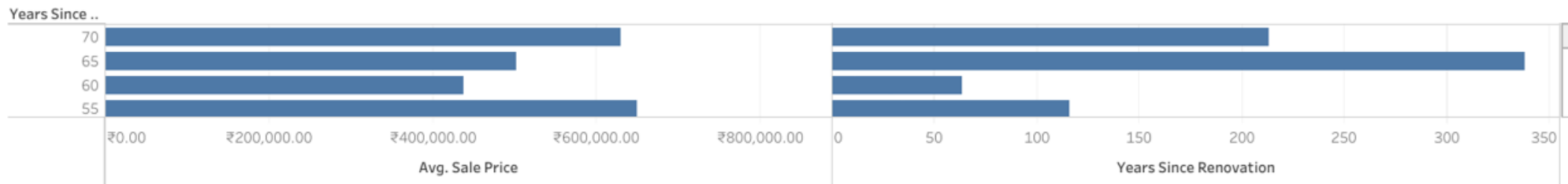
Scenario 1	
Bathrooms	121
Bedrooms	202
Distinct count of House ID	50
Floors	107
House Age	1,750
Sale Price	₹28,157,852.00

▶ This table presents key dataset metrics, including record count, average sales price, and basement area, offering a quick snapshot for stakeholders.

▶ This summarizes the dataset, highlighting record count, average sales price, and total basement area. It provides stakeholders with key insights into the dataset's scale and metrics.

Scenario 2: Total Sales by Years Since Renovation

▶ By examining comprehensive housing data, the goal is to extract meaningful insights that can drive strategic decision-making, optimize pricing strategies, and enhance market competitiveness for a Company.
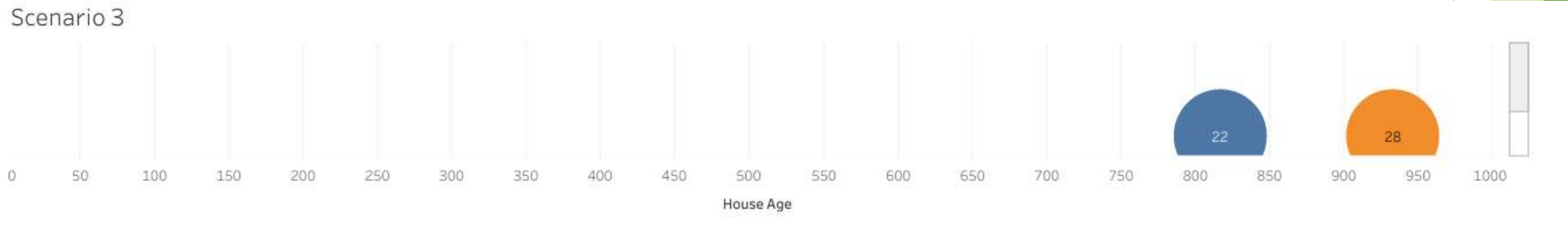

▶ Renovations significantly impact the perceived age of houses, making them more attractive to buyers and increasing market value.

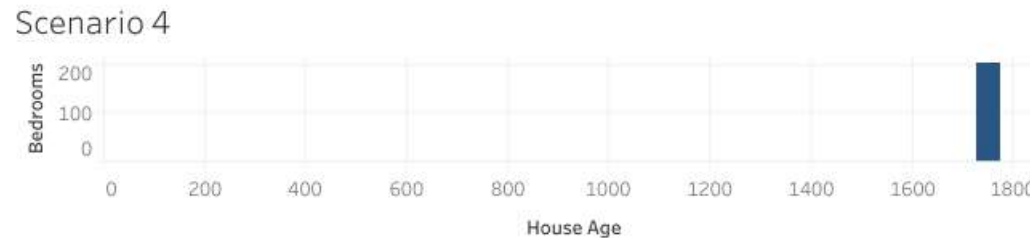# Scenario 3: Distribution of House Age by Renovation Status

➤ This visualization presents a summary of the dataset, showing the count of transformed housing data records, the average sales price, and the total area of houses from the basement in square feet.

Scenario 3 — House Age distribution chart showing values 22 (blue) and 28 (orange).

▶ Renovations significantly impact the perceived age of houses, making them more attractive to buyers and increasing market value.

Scenario 4: House Age Distribution by Number of Bathrooms, Bedrooms, and Floors

▶ Aggregating comprehensive housing datasets containing details such as property age, number of bathrooms, bedrooms, floors, renovation history, and sales records.

Scenario 4

▶ This grouped bar chart illustrates house age distribution by bathrooms, bedrooms, and floors, revealing patterns in housing characteristics over time.

THANK YOU