

Project Initialization and Planning Phase

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

The housing market is influenced by several factors, including location, property size, amenities, and economic conditions. Understanding these factors is crucial for homebuyers, investors, and real estate professionals to make informed decisions. However, traditional real estate reports and raw datasets are often complex and difficult to interpret.

I am (Customer)	→	A first-time homebuyer who wants to make an informed decision	A real estate investor looking for high-return properties	A real estate agent aiming to assist clients efficiently
I'm trying to	→	Find a home within my budget that meets my needs	Identify profitable properties based on price trends and key influencing factors	Provide accurate and insightful recommendations based on market data
But	→	The available market data is difficult to interpret and scattered across multiple sources	Existing datasets require extensive manual analysis and lack clear insights	The data is time-consuming to analyze and spread across various reports
Because	→	There is no centralized, easy-to-use tool that visualizes housing trends based on historical sales data	No interactive visualization tool allows me to compare property appreciation trends effectively	There is no comprehensive tool to aggregate and visualize pricing trends for quick insights
Which makes me feel	→	Confused and overwhelmed, making me hesitant to proceed	Frustrated and uncertain about making investment decisions	Less efficient, unable to provide quick, data-backed advice to clients

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A first-time homebuyer who wants to make an informed decision	Find a home within my budget that meets my needs	The available market data is difficult to interpret and scattered across multiple sources	There is no centralized, easy-to-use tool that visualizes housing trends based on historical sales data	Confused and overwhelmed, making me hesitant to proceed
PS-2	A real estate investor looking for high-return properties	Identify profitable properties based on price trends and key influencing factors	Existing datasets require extensive manual analysis and lack clear insights	No interactive visualization tool allows me to compare property appreciation trends effectively	Frustrated and uncertain about making investment decisions
PS-3	A real estate agent aiming to assist clients efficiently	Provide accurate and insightful recommendations based on market data	The data is time-consuming to analyze and spread across various reports	There is no comprehensive tool to aggregate and visualize pricing trends for quick insights	Less efficient, unable to provide quick, data-backed advice to clients