

Project Design Phase
Proposed Solution Template

Date	28 june 2025
Team ID	LTVIP2025TMID51830
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

Parameter	Description
Problem Statement	Real estate companies lack clarity on how various housing features, renovations, and age impact sale prices. This makes it difficult to make data-driven pricing, marketing, and investment decisions.
Idea / Solution Description	An interactive Tableau dashboard that visualizes housing sales trends based on renovation years, house age, bedrooms, bathrooms, and more. It helps analysts and stakeholders identify key market insights.
Novelty / Uniqueness	The solution integrates multiple data dimensions into a single dynamic dashboard with filters, calculated fields, and story points—making complex housing trends easily understandable without coding skills.
Social Impact / Customer Satisfaction	Buyers can make more informed home purchasing decisions. Sellers and agents gain pricing insight. The solution enhances transparency and trust in real estate transactions.
Business Model (Revenue Model)	The solution can be monetized through: - SaaS-based dashboard subscriptions - Custom visualization services for agencies - Insights as a consulting product for developers or realtors.
Scalability of the Solution	The dashboard can scale with more datasets (other cities or years), integrate live databases, and include more KPIs like energy efficiency or neighborhood quality using Tableau's extensibility.