

CUSTOMER JOURNEY MAP

LAXMIHOUSING

market

CUSTOMER JOURNEY MAP | LAXMI ESTATE: VISUALIZING HOUSING MARKET TRENDS

ENTER	ENTICE	ENGAGE	IDENTIFY	EXTEND
Access Dashboard Initial access to the Tableau: housing market dashboard	Overview Data Reviewing key housing market metrics	Explore Renovation Impact Analyzing a histogram of price distribution by years	Identify Trends Explore line charts tracking median price changes over time	Apply Findings Use insights to guide sales, pricing, and forecasting
Steps	View summary statistics, average prices and key figures	Use filters, hover tooltips, and interactive controls	Use time filters to spot-market strategic planning	Export reports or present findings to stakeholders
Goals	Understand scope and scale of available housing data	Identify how renovations affect property prices	Recognize long-term price trends for strategic planning	Turn data into actionable business strategies
Positive Experiences	Clear and concise overview builds confidence in the data	Visualization reveals unexpected insights about renovation ROI	Clear timeline charts make trends easy to understand	Data-driven decisions improve competitiveness and impact
Negative	Complex charts may be harder for new users to interpret	Detailed visual analysis supports pricing strategies	Conflicting trends between charts may cause uncertainty	Translating insights into actions may face operational challenges