

## Problem & Background:

The real estate market in the United States is highly dynamic and fluctuates frequently. As a result, real estate investors and stakeholders require a data-driven approach to make informed decisions. The aim of this project is to develop a real estate data analysis Excel dashboard that provides an overview of the market trends for potential investors and stakeholders.

## Solution:

To achieve the project goal, the first step is to clean and organize the raw data. New columns will be created to provide better accuracy and understanding of the data. Then, pivot tables will be used to analyze the data based on location, property type, and price range. Various types of charts, such as bar charts, column charts, and pie charts, will be used to present the data in a visually appealing format. Slicers will also be added to allow users to filter data by location, property type, and price range.

## Methodology & Project Scope:

- Data Cleaning: Clean and organize the raw data to ensure accurate analysis.
- Data Analysis: Use pivot tables and charts to analyze the data based on location, property type, and price range.
- Data Visualization: Use various charts and slicers to present the data in a visually appealing format.
- Dashboard Creation: Integrate all elements into a user-friendly Excel dashboard.

## Goals & KPIs:

- Goal 1: Provide an overview of the US real estate market trends.
- KPI: Increase the accuracy of the analysis by at least 90%.
- Goal 2: Develop a user-friendly Excel dashboard.
- KPI: Achieve a usability score of at least 90%.
- Goal 3: Facilitate data-driven decision-making for real estate investors and stakeholders.

## Concepts Used:

- Pivot Tables: Used to analyze the data based on location, property type, and price range.
- Charts: Bar charts, column charts, and pie charts are used to present the data in a visually appealing format.
- Slicers: Added to allow users to filter data by location, property type, and price range.
- Functions: Used functions such as VLOOKUP and OFFSET to organize and analyze the data.

## Conclusion:

The development of a real estate data analysis Excel dashboard will provide investors and stakeholders with an accurate and comprehensive overview of the US real estate market. By utilizing pivot tables, charts, slicers, and various functions, this dashboard will facilitate data-driven decision-making and enhance user experience. The ultimate goal of this project is to help investors and stakeholders make informed decisions regarding their real estate investments.

## Project Owner

Name: Sandeep Solanki

Date: 09/03/2023