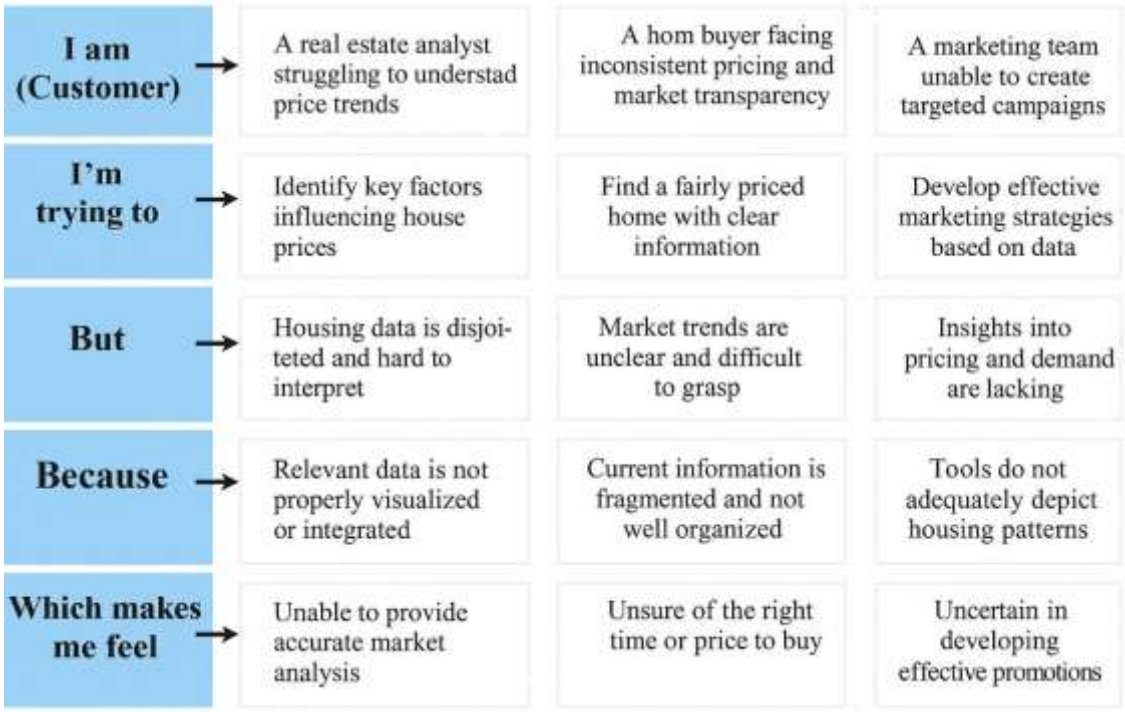
Project Initialization and Planning Phase

Date	15 june 2025
Team ID	LTVIP2025TMID50297
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

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

Real estate analysts, home buyers, and marketing teams struggle with unclear housing market data. Analysts can't accurately identify price trends. Home buyers are unsure of when and what to buy. Marketing teams lack insights to create data-driven campaigns. This is due to fragmented, poorly visualized, and disjointed data. As a result, decision-making becomes difficult and confidence is lost.



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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A real Estate analyst Struggling to understand price trends	Identify key factors influencing house prices	Housing data is disjointed and hard to interpret	Relevant data is not properly visualized or integrated	Unable to provide accurate market analysis
PS-2	A Home buyer facing inconsistent pricing and market transparency	Find a fairly priced home with clear information	Market trends are unclear and difficult to grasp	Current information is fragmented and not well organized	Unsure f the right time or price to buy

PS-3	A marketing team unable to create targeted campaigns	Develop effective marketing strategies based on data	Insights into pricing and demand are lacking	Tools do not adequately depict housing patterns	Uncertain in developing effective promotions