

**Project Design Phase**  
**Proposed Solution Template**

Date	20 june 2025
Team ID	LTVIP2025TMID38975
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

**Proposed Solution Template:-**

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Housing market data is often scattered, difficult to compare, and lacks intuitive visual representation. This makes it hard for home buyers and analysts to identify trends, understand key influencing factors, and make data-driven decisions.
2.	Idea / Solution description	<p>Our solution is a Tableau-based dashboard that visually represents housing market trends using a dataset containing housing sales, renovation status, house age, number of bedrooms, bathrooms, floors, and basement area.</p> <p>It enables users to:</p> <ul style="list-style-type: none"><li>Analyze total sales by years since renovation</li><li>View house age distributions</li><li>Compare features like bathrooms, bedrooms, and floors</li><li>Identify pricing trends using clear, interactive visuals</li></ul> <p>This empowers real estate analysts, marketing teams, and decision-makers with actionable insights.</p>

3.	Novelty / Uniqueness	<p>Unlike traditional spreadsheets or static reports, this dashboard provides an interactive, filterable, and visual representation of housing data.</p> <p>It brings together renovation impact, age analysis, and feature-based comparison — all in one place — built with minimal tools (only Tableau and open datasets), making it accessible and scalable.</p>
4.	Social Impact / Customer Satisfaction	<p>This project improves the home-buying process by offering clarity and confidence in decision making for first-time buyers.</p> <p>Analysts save time interpreting raw data. Stakeholders gain deeper insights to develop better marketing, pricing, and investment strategies — increasing satisfaction and trust.</p>
5.	Business Model (Revenue Model)	<p>This can be offered as a premium analytics solution to real estate firms or consultancy services.</p> <p>Additional revenue can be generated through:</p> <ul style="list-style-type: none"> <li>• Subscription access to dashboards</li> <li>• Custom insights for clients</li> <li>• Integration with company websites to attract leads</li> </ul>
6.	Scalability of the Solution	<p>The solution is highly scalable:</p> <ul style="list-style-type: none"> <li>• New datasets (e.g., from other regions or years) can be added easily</li> <li>• Additional filters and visualizations can be implemented without rewriting the logic</li> <li>• It can support multiple use cases like rental trends, commercial real estate, etc.</li> </ul>