Project Design Phase
Proposed Solution Template

Date	28 june 2025
Team ID	LTVIP2025MID48289
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Homebuyers, sellers, and real estate professionals struggle to access clear, visual insights on how housing prices vary over time, by location, and by property features. The absence of easy-to-use tools hampers data-driven decision-making.
2.	Idea / Solution description	Develop an interactive Tableau dashboard that visualizes historical housing market data by price trends, location, and property features such as square footage, bedrooms, and year built. The solution enables users to filter, compare, and analyze real estate trends visually and intuitively.
3.	Novelty / Uniqueness	Unlike generic property websites, this solution integrates multiple layers of analysis—time-based, geographical, and feature-wise—in a single, interactive visualization platform. It empowers users without technical backgrounds to make informed decisions through intuitive dashboards.
4.	Social Impact / Customer Satisfaction	Helps individuals make smarter financial decisions in the housing market, promoting transparency and data accessibility. Reduces dependence on agents and promotes fair pricing strategies. Enhances confidence among first-time buyers and supports housing affordability analysis.
5.	Business Model (Revenue Model)	Freemium model: provide a basic version for free via Tableau Public. Offer premium features such as data export, predictive analytics, integration with live data, or region-specific insights as paid services. Potential collaborations with real estate firms and developers.
6.	Scalability of the Solution	Easily scalable across different cities, states, or countries by updating the dataset. Can integrate live feeds from housing APIs for real-

		time dashboards. Scalable as a web-based service or mobile-friendly platform embedded in real estate portals.