

## Project Design Phase

### Problem Solution Fit

Date	23 FEB 2026
Team ID	LTVIP2026TMIDS36151
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

### Problem Statement

Real estate companies often face challenges in understanding the key factors that influence housing sale prices and how these factors interact over time. Traditional methods lack the ability to provide dynamic visual insights into elements such as house age, renovation status, lot size, view quality, and feature combinations (e.g., number of bathrooms, bedrooms, and floors). This gap limits the ability of analysts and decision-makers to respond to market trends efficiently, resulting in suboptimal pricing strategies and reduced competitiveness in dynamic housing markets.

### Purpose:

- To provide an interactive Tableau dashboard for visualizing housing market trends.
- To help real estate analysts and decision-makers explore how different features impact house prices.
- To analyze key attributes such as renovation status, house age, lot size, view, grade, and number of rooms.
- To support data-driven pricing strategies through clear and accessible visual insights.
- To reduce dependency on static, manual reports and enable real-time decision-making. □ To improve overall competitiveness by identifying actionable trends in housing data.

## Problem-Solution fit canvas 2.0

Purpose / Vision	
<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Define CS, fit into CC <ul style="list-style-type: none"> <li>Real estate analysts</li> <li>Strategy &amp; pricing teams</li> <li>Marketing departments</li> <li>Real estate executives</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> Explore AS, differentiate <ul style="list-style-type: none"> <li>Excel-based static reports (limited interactivity)</li> <li>Third-party market research tools (expensive, less customizable)</li> <li>Basic CRM dashboards (not feature-specific)</li> </ul>
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Focus on J&P, fit into BE, understand RC <ul style="list-style-type: none"> <li>Understand what factors drive house sale prices</li> <li>Track renovation and age-based pricing patterns</li> <li>Identify trends in housing features over time</li> <li>Build pricing strategies backed by data</li> <li>Monitor market demand by lot size, grade, view, etc.</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>Limited Tableau experience (for some users)</li> <li>Access only to static data (no live updates yet)</li> <li>No direct connection to real-time market APIs</li> <li>Decision-makers often need summarized views</li> </ul>
<b>3. TRIGGERS</b> <span>TR</span> Identify strong TR & EM <ul style="list-style-type: none"> <li>Demand to optimize pricing strategy</li> <li>Competitive pressure in real estate markets</li> <li>Executive requests for trend reports</li> <li>New project proposals for real estate investments</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> Focus on J&P, fit into BE, understand RC <ul style="list-style-type: none"> <li>Analysts manually filter and summarize data in Excel</li> <li>Teams present static PPT reports</li> <li>Ad-hoc data requests take time</li> <li>Departments use isolated datasets</li> </ul>
<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>Before: Overwhelmed, uncertain, dependent on assumptions</li> <li>After: Confident, in control, empowered with insights</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Real estate decision-makers lack a centralized, interactive system to explore and correlate housing attributes with pricing trends</li> <li>Manual reporting is time-consuming and lacks depth</li> <li>Data remains underutilized for strategic insights</li> </ul>
<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>Analyzes housing features (grade, view, bathrooms, etc.)</li> <li>Displays trends over time (renovation, age)</li> <li>Includes multiple visualization scenarios</li> <li>Supports drill-down, filtering, and export</li> <li>Enhances strategic and pricing decision-making</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> Extract online & offline CH of BE <b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>Tableau Public / Tableau Server</li> <li>Emails with shared dashboard links</li> <li>Download and export PDFs or images from dashboard</li> </ul> <b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>Print and present reports in meetings</li> <li>Discuss findings during strategy reviews</li> </ul>



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