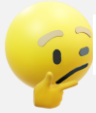
CUSTOMER JOURNEY MAP: VISUALIZING HOUSING MARKET TRENDS

Step	Action	Tools	Places & People	Emotions	Opportunities
🔍 **Find Dataset**	Analyst finds Kaggle dataset	Kaggle	Analyst (Home/College)	Excited	Explore more data sources
📤 **Upload**	Upload to Tableau Public	Tableau Public	Analyst	Neutral	Streamline upload steps
🧹 **Clean Data**	Clean missing & irrelevant data	Tableau Public	Analyst	Frustrated	Automate cleaning checks
📊 **Visualize**	Create sales/feature charts	Tableau Public	Analyst	Satisfied	Add tooltips/explanations
📋 **Build Dashboard**	Build dashboards with filters	Tableau Public	Analyst + Team	 Mixed	Unify design standards

🗂️ **Storyboard**	Create storyboards for context	Tableau Public	Analyst + Team	Creative	Use narration or audio guides
💾 **Save & Share**	Save to google Drive	Google Drive	Google Drive	Productive	Use shared folders/templates
👀 **View**	Client views on Tableau public	Tableau Public	Client/Stake holder	Impressed	Add Walk through links
📈 **Decision**	Business user makes decisions	Internal Business	Business User	Confident	Show summary KPIs clearly