

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

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PROJECT NAME	Visualizing Housing market Trends: An Analysis of Sales Prices and Features Using Tableau
MAXIMUM MARKS	4 MARKS

2.2 Empathy Map Canvas

An Empathy Map Canvas helps us deeply understand the end users of the housing market dashboard. For this Tableau project, the primary users may include home buyers, sellers, real estate agents, and property investors. The empathy map ensures the dashboard is designed to meet their real needs, challenges, and motivation.

An **Empathy Map** helps understand the needs of stakeholders interacting with housing data dashboards (buyers, sellers, real estate agents, investors).

○ Target Users

- Home Buyers
- Real Estate Agents
- Property Investors
- Market Analysts

○ Purpose of an Empathy Map

- Understand user behaviour deeply
- Identify pain points and unmet needs
- Align teams around user-centered decisions
- Improve products, services, or dashboards
- This project, "**Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau**," focuses on transforming raw, complex real estate data (Kaggle/internal datasets) into an interactive dashboard to help stakeholders (real estate investors, agents, or buyers) identify trends, price drivers, and geographical hotspots.

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EMPATHY MAP Example (*Buying a TV*)

