

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 Sale prices and Features Using Tableau
MAXIMUM MARKS	4 MARKS

6.2 Data Connectivity

Visualizing housing market trends in Tableau involves connecting to data sources like Excel, CSV, or SQL databases containing property listings (e.g., MLS, Zillow) to analyse sale prices, location, and structural features. Key visualizations include scatter plots for price vs. square footage, geographic maps for regional trends, and bar charts for price trends over time, often enhanced with interactive filters and calculated fields for detailed analysis.

Date Connectivity Dataset Caggle.com

➤ Downloading the dataset

Transformed Housing Data 2 | Kaggle.

Data regarding Sale Prices of several houses and their respective features.

<https://www.kaggle.com/datasets/rituparnaghosh18/transformed-housing-data-2>

Understand the data

Data contains all the meta information regarding the columns described in the CSV files

Data Connectivity and Preparation in Tableau

- **Sources:** Data is typically sourced from [Flex MLS](#), Zillow, the U.S. Census Bureau, and [local property listings](#).
- **Connecting:** Tableau connects directly to these files, creating an extract for faster performance, especially with large datasets
- **Cleaning:** Before visualization, data is cleaned by handling missing values (e.g., [Pool](#), [Alley](#)) and removing unnecessary columns to focus on relevant variables like price, beds, baths, and square footage.

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Data Connectivity explains how Tableau connects to housing datasets, retrieves data, and maintains updates for analysis and visualization.

Types of Data Connections Used in This Project

◆ A. File-Based Connection (Most Common for Academic Projects)

Supported Formats:

- Excel (.xlsx)
- CSV (.csv)
- Text files

- **How It Works:**

1. Open Tableau Desktop
2. Select “Connect to Data”
3. Choose Excel or Text File
4. Load housing dataset
5. Preview and clean data

- **Cloud-Based Connection**

Tableau can connect to:

- Google Sheets
- Cloud databases
- Tableau Server

○ Data Connectivity Workflow

1. Collect housing dataset
2. Connect to Tableau Desktop
3. Preview and clean data
4. Create relationships/joins
5. Create extract (optional)

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6. Build dashboards
7. Publish to Tab

Example

The project utilizes Tableau Desktop to establish connectivity with housing datasets stored in Excel/CSV format. Data is imported through file-based connections and processed within Tableau's data engine. Extract connections are used to enhance performance and ensure smooth dashboard interaction. Proper data validation and transformation are performed before visualization to maintain accuracy and integrity.

