

# Visualizing Housing Market Trends: An Analysis of Sale Prices and Feature 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

## ➤ **6.6 Creativity (Font and Style)**

Visualizing housing market trends in [Tableau](#) requires balancing analytical rigor—such as identifying factors like square footage, location, and amenities—with creative design to make the data engaging and actionable. A creative and effective Tableau dashboard for housing data should follow a consistent style, maintain a logical, uncluttered layout, and use intuitive colour schemes.

## ➤ **Creative Font and Style Guidelines in Tableau**

- **Typography:** Use sans-serif fonts for readability, such as **Late**, **Open Sans**, or **Tableau Regular**. These fonts are generally preferred for charts and tables because they are clean and usually contain tabular, lining figures, which are easier to read.
- **Font Hierarchy:**
  - **Titles & KPIs:** Use bold, larger fonts (e.g., 24pt-36pt) to make them "pop".
  - **Labels & Axis:** Use normal, smaller fonts (e.g., 10pt-12pt).
  - **Annotation:** Use regular or medium weights.
- **Colour Palette:**
  - Use a neutral, professional base (grayscale) for the overall dashboard.
  - Use colour sparingly to accent or highlight key messages.
  - For geographical maps, consider using diverging or sequential colour palettes to show price ranges.
  - Ensure colours are intuitive (e.g., blue for cool, red for hot market areas).

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## 1. Font Selection Strategy

Your font choice should reflect **clarity, professionalism, and hierarchy**.

## 2. Color Style & Theme

Since the project is about housing market trends, your color theme should reflect **trust, stability, and growth**.

## 3. Layout & Design Style

Your dashboard/story layout should follow a clean visual hierarchy.

### Example

"The dashboard utilizes a minimalist design approach with a blue-green color palette symbolizing growth and stability. Typography hierarchy was maintained using Tableau Book font, with bold formatting applied to key performance indicators. Consistent spacing, subtle shading, and interactive tooltips enhance readability while maintaining a professional real estate aesthetic."