10.1 Conclusion

This Tableau project reveals that housing market trends are heavily influenced by location, square footage, and property features like the number of bathrooms and bedrooms. Interactive dashboards effectively visualize these trends, highlighting that higher quality, larger homes, and specific amenities (like AC) drive higher prices. It provides actionable insights for stakeholders to make data-driven investment decisions.

✝ **Key Conclusions & Insights:**

- **Key Value Drivers:** Square footage (stationing) shows the strongest positive correlation with price, followed by the number of bathrooms and bedrooms.

- **Geographical Impact:** Visualizing sales data via map visualizations identifies high value zones, allowing stakeholders to identify, which areas have the best price potential.

- **Feature Influence:** Amenities like air conditioning and proximity to main roads significantly increase home value.

- **Market Trends:** The dashboard acts as a decision-support tool, enabling users to identify market trends, such as price spikes in specific neighborhoods or changes in inventory.

- **Data Optimization:** [Transforming data to normalize price distribution](#) (e.g., using log transformation) is crucial for accurate modelling and analysis of outliers.

The project successfully demonstrates that Tableau transforms raw, complex real estate data into actionable insights for buyers, sellers, and investors.

⭕ Conclusion of the Project

The **Housing Market Trends Analysis using Tableau** successfully transformed raw real estate data into meaningful, interactive, and actionable insights. By analyzing sale prices alongside key property features such as square footage, number of bedrooms, bathrooms.

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

This project successfully utilized Tableau to analyze housing market trends, revealing that location, square footage, grade/condition, and, notably, waterfront access are the primary drivers of sale prices. Through interactive dashboards, it identified that, while larger homes generally command higher prices, value increases significantly with better views and conditions.

- **Key Drivers:** Location and square footage are the most influential features, with price per square foot varying widely by neighbourhood.

- **Property Features:** Amenities such as waterfront access, air conditioning, and a higher number of bathrooms significantly boost property value.

- **Market Trends:** Most sales occur during spring and summer months.

- **Analysis Utility:** The interactive Tableau dashboards provide actionable, data-driven insights for buyers, sellers, and investors, aiding in identifying high-value properties and assessing market, geographic, or temporal trends.

- **Future Scope:** Future iterations could incorporate predictive modelling to forecast prices, offering further refined investment decision-making.