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

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TEAM ID	LTVIP2026TMIDS90693
PROJECT NAME	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features Using Tableau
MAXIMUM MARKS	2 MARKS

Indentation Phase
Chapter 2
2.1 Problem Statement

The project "Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau" aims to explore and analyse housing market data to identify key factors that influence property sale prices. By using Tableau as the primary data visualization tool, the project converts raw housing data into interactive dashboards and meaningful visual insights.

The analysis examines how various property characteristics—such as size, structure, age, amenities, and location—contribute to variations in sale prices. By organizing and visualizing this data, the project provides a comprehensive understanding of how the housing market behaves across different segments.

This project focuses on analysing housing market trends by exploring how property features influence sale prices. Using Tableau, interactive dashboards are created to uncover patterns, correlations, and geographic trends in housing data. The goal is to provide actionable insights for buyers, sellers, real estate professionals, and investors.

The analysis is based on a structured housing dataset (e.g., transaction records including sale price, location, size, and property characteristics), transformed and visualized through Tableau to support data-driven decision-making.

This project analyses housing market data using Tableau to identify key price drivers—such as location, size, and amenities—and visualize trends over time. The goal is to develop interactive dashboards that uncover insights into property value fluctuations, assisting stakeholders in making data-driven investment and pricing decisions.

- **Predictive Analysis:** Exploring how historical data can suggest future price trends.

- **Inventory Optimization:** Helping real estate companies understand which types of houses are in high demand to improve listing strategies.

- ⭕ **Problem Statement Details:**
- **Objective:** To analyse and visualize key factors influencing residential property sales prices to understand market trends using Tableau.

- **Key Questions:** How do features like square footage, number of bedrooms, and location affect prices? What are the seasonal trends in sales? Which areas are considered high-demand?

- **Methodology:** Cleaning, pre-processing, and exploring large datasets, followed by the creation of interactive, user-friendly dashboards to highlight correlations and trends.

- **Expected Output:** A comprehensive, interactive Tableau dashboard that allows users to filter by criteria (e.g., location, price, property features) to derive action-blew insights.

- **Target Audience:** Real estate analysts, investors, and potential homebuyers looking to understand market dynamics.