

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

DATE	28-02-2026
TEAM ID	LTVIP2026TMID90693
PROJECT NAME	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
MAXIMUM MARKS	4 MARKS

Requirement Analysis

Chapter 3

3.1 Customer Journey Map

A Customer Journey Map visually represents:

- User stages
- Actions taken
- Thoughts & emotions
- Pain points
- Opportunities for improvement

It focuses on the **experience over time**.

It ensures your Tableau dashboards are designed around **real user experience**, not just data presentation.

○ Customer Journey Map for Housing Market Tableau Project

Target Users:

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

○ Stage 1: Awareness

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Situation

User realizes they need housing market insights.

Thoughts

- “Are prices rising?”
- “Is this a good time to buy?”
- “Which areas are affordable?”

Pain Points

- Confusing online listings
- Too much scattered information

Tableau Opportunity

- Clear Market Overview Dashboard
- Key KPIs: Average Price, Median Price, Total Sales
- Clean visual summary

○ Stage 2: Research

Actions

- Compare neighbourhoods • Check price trends
- Analyse property features

Thoughts

- “Which location gives better value?”
- “Do more bedrooms increase price?”

Pain Points

- Hard to compare multiple areas
- No clear feature-value connection

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Tableau Opportunity

- Interactive filters (Neighbourhood, Year, Property Type)
 - Line chart for price trends
 - Scatter plot for features vs price
 - Map visualization
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- A customer journey map is a visual representation of the end-to-end experience a customer has with a company, covering every touchpoint from initial awareness to post-purchase, often including phases like research and buying. It helps businesses understand user emotions, identify pain points, and uncover opportunities for improvement.
1. **Define Scope:** Set clear goals for the map (e.g., overall experience or a specific product).
 2. **Research & Persona Creation:** Gather data to create detailed customer personas.
 3. **Outline Stages & Touchpoints:** Map out the chronological steps and interactions.
 4. **Identify Emotions & Pain Points:** Plot what the customer thinks and feels at each stage.
 5. **Identify Opportunities:** Analyse the map to find, prioritize, and fix pain points.
 6. **Visualize:** Create a user-friendly, shareable, and actionable document.

○ Benefits of Customer Journey Mapping

- **Customer-Centric Focus:** Shifts perspective from internal processes to the user's experience.
- **Improved Retention:** Helps identify and reduce friction, improving customer satisfaction and loyalty.
- **Unified Strategy:** Aligns marketing, sales, and service teams around the customer experience.

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