

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

Tableau

## Chapter 9

### ○ 9.1 Advantages

#### † Advantages of This Project

Developing a Tableau project focused on housing market trends offers significant advantages from **analytical, business, technical, and academic perspectives**. Below is a well-structured explanation you can use in a report or presentation.

## 1. Better Data Understanding

### Clear Trend Identification

- Visualizes long-term price growth or decline
- Identifies seasonal patterns
- Detects sudden market spikes or drops

### Feature Impact Analysis

- Shows how square footage affects price
- Compares bedrooms/bathrooms impact
- Analyses property age influence

## 2. Improved Decision-Making

For Real Estate Investors:

- Identify high-growth neighbourhoods
- Spot undervalued properties
- Predict future market movement

### • For Home Buyers:

ESTD-2001

- Understand fair pricing
- Compare features vs price
- Avoid overpaying

### ○ For Sellers:

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- Price properties competitively
- Understand value-adding features

### ⊕ Interactive & Dynamic Analysis

Unlike static reports, this project offers:

- ✓ Real-time filter interaction
- ✓ Dynamic parameters (Average vs Median)
- ✓ Drill-down capability
- ✓ Custom tooltips

### ⊕ Performance Optimization Benefits

When properly built:

- Fast load time using extracts
- Scalable for larger datasets
- Efficient filtering and aggregation

The project demonstrates strong data engineering practices.

### ⊕ Professional Presentation & Storytelling

- Advantages:
  - Clean dashboard layout
  - Clear data storytelling
  - Business-ready visuals
  - Executive-friendly summaries

It improves communication between:

- Data analysts
- Real estate professionals
- Business stakeholders

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## ✚ Risk Reduction

The project helps:

- Identify overheated markets
- Detect unusual price fluctuations
- Avoid investment in declining regions
- Reduce financial uncertainty

### Example

"The Tableau-based housing market analysis project offers significant advantages by transforming raw real estate data into interactive, actionable insights. It enhances decisionmaking through trend analysis, geographic visualization, and feature comparison while maintaining performance efficiency and professional storytelling standards."

