Project Report

Team ID	LTVIP2025TMID51574
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

■ Index / Table of Contents

- 1. INTRODUCTION
 - 1.1 Project Overview
 - 1.2 Purpose
- 2. IDEATION PHASE
 - 2.1 Problem Statement
 - 2.2 Empathy Map Canvas
 - 2.3 Brainstorming
- 3. REQUIREMENT ANALYSIS
 - 3.1 Customer Journey Map
 - 3.2 Solution Requirement
 - 3.3 Data Flow Diagram
 - 3.4 Technology Stack
- 4. PROJECT DESIGN
 - 4.1 Problem–Solution Fit
 - 4.2 Proposed Solution
 - 4.3 Solution Architecture
- 5. PROJECT PLANNING & SCHEDULING
 - 5.1 Project Planning
- 6. FUNCTIONAL AND PERFORMANCE TESTING
 - 6.1 Performance Testing
- 7. RESULTS
 - 7.1 Output Screenshots
- 8. ADVANTAGES & DISADVANTAGES
- 9. CONCLUSION
- 10. FUTURE SCOPE

11. APPENDIX

- Source Code (if any)
- Dataset Link
- GitHub & Project Demo Link

♦ 1. INTRODUCTION

★ 1.1 Project Overview

The project titled:

© "Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau" aims to convert raw housing data into insightful, interactive visuals for real estate analysis.

This project explores:

- **\(\frac{1}{2} \)** Years Since Renovation
- Number of Bedrooms
- \(\overline{\
- Number of Floors
- III House Age
- Sale Price Distributions

• The tool of choice is Tableau, supported optionally by Excel or Python for data preparation. Using dashboards and storytelling features, the system delivers clear, navigable insights that help users make informed decisions based on real housing market trends.

The output includes:

- Interactive dashboards
- Story-based narratives
- Dynamic filters and charts
- Visual exploration of pricing behavior and buyer preferences

★ 1.2 Purpose

The purpose of this project is to:

- ✓ Provide an engaging visual interface to explore housing market data
- ✓ Identify how renovations and property features influence sale prices
- ✓ Visualize age-based sales distributions and renovation patterns
- ✓ Deliver clear, impactful insights using Tableau dashboards and stories

By turning complex data into understandable visuals, the project enhances decision-making for:

- Real estate analysts
- Marketing teams
- Business executives

♦ 2. IDEATION PHASE

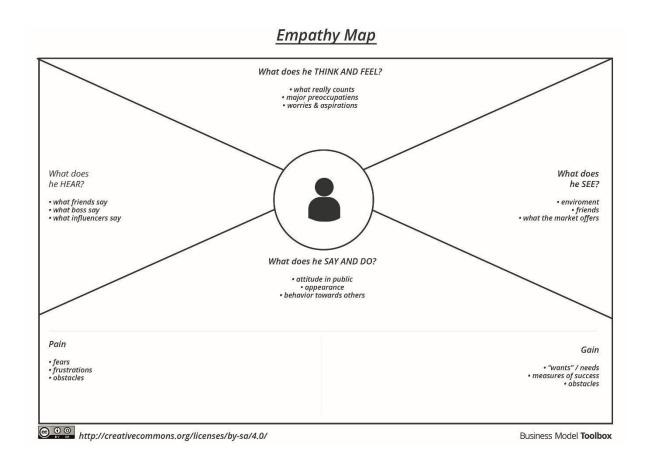
2.1 Problem Statement

l am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "Job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a real-estate analyst at ABC Company	understand how renovation age affects sale prices	the data is too large to interpret manually	I don't have an intuitive visual tool	,
PS-2	a marketing executive at ABC Company	identify which house features buyers value most	raw sales reports don't show patterns	spreadsheets don't highlight trends	lost and uncertain how to target promotions

2.2 Empathy Map Canvas

(*Primary user* = *Real-estate analyst / marketing executive*)



Section Key Insights

Says "We need clear insights into what drives house prices."

"I want to compare renovated vs. non-renovated properties visually."

"Is our pricing aligned with market trends?"

Thinks "What hidden patterns are we missing?"

Does Relies on Excel reports, manual trend spotting, and occasional ad-hoc charts.

Feels Frustrated by unclear data; eager for confidence when presenting insights; curious

about better tools.

Sees Huge CSV files and basic, hard-to-read charts; spots opportunities for better

storytelling.

Hears Executives demanding smarter pricing models; marketing teams asking for buyer-

preference data.

Section

Key Insights

Pains

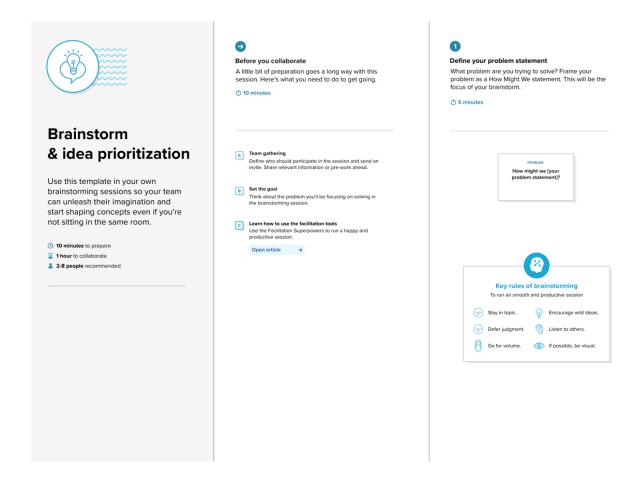
Time-consuming manual analysis; lack of interactive visuals; difficulty persuading stakeholders.

Gains

Interactive dashboards for rapid decisions; data-driven insights on housing trends; stronger pricing & renovation strategy.

2.3 Brainstorming & Idea Prioritization

Step 1 – Team Gathering & Problem Selection



Final Problem:

"To analyze and visualize key trends affecting housing sale prices and features using Tableau, enabling stakeholders to make informed pricing, renovation, and investment decisions."

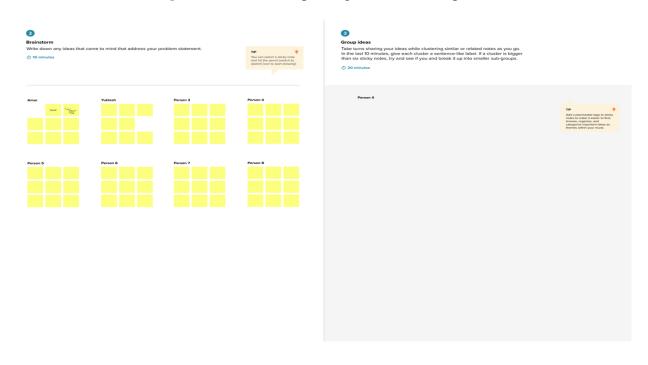
Step 2 – Idea Listing & Grouping

Raw Ideas

- Compare total sales by *years since renovation*
- Show house-age distribution vs. bathrooms, bedrooms, floors
- Visualize average sale price for key categories
- Display renovation-status distribution
- Pie chart: house age × renovation status
- Histogram: sale-price bins
- Summary KPI dashboard (records, avg price, total area)
- Explore renovation influence on price & age

Grouped Categories

- 1. **\(\text{housing Characteristics} age, bedrooms, bathrooms, floors, renovation status**
- 2. **M** Visualization Methods histogram, pie, grouped bar, KPI overview
- 3. **Business Insights** renovation impact, age-based market preference, sales trends



Step 3 – Idea Prioritization

Criteria: **Stakeholder Value** & * Tableau Feasibility

Priority Rank Selected Idea

Visualize total sales by years since renovation

Priority Rank 2 Pie chart – house-age distribution by renovation status 3 Grouped bar – house age vs. bathrooms, bedrooms, floors 4 KPI dashboard – total records, avg price, total basement area

These high-impact, feasible ideas became the backbone of the final Tableau dashboard and story.

♦ 3. REQUIREMENT ANALYSIS

★ 3.1 Customer Journey Map

The journey of a real estate analyst, from receiving raw sales data to deriving insights, is outlined below:

- Raw Dataset: CSV file is provided (21613 records)
- Preprocessing: Analyst cleans nulls, formats date columns, derives age & renovation fields
- (histograms, bar graphs, pie charts, KPIs)
- 4 Publishing: Dashboards and stories are published to Tableau Public
- 5 User Access: Stakeholders explore interactive insights, download reports, and use filters
- Goal: Enable real estate professionals to explore data visually and answer key questions about renovation impact, house features, and pricing trends.

★ 3.2 Solution Requirements

☐ Functional Requirements

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Data Upload	Upload housing dataset in CSV format
FR-2	Data Preprocessing	Clean null values, format columns, categorize variables
FR-3	Visualization	Create interactive dashboards using Tableau
FR-4	Filtering & Interactivity	Enable year-based and feature-based filters
FR-5	Dashboard Sharing	Publish dashboards to Tableau Public
FR-6	Report Generation	Export screenshots and insights as PDF

○ Non-Functional Requirements

NFR No. Requirement

Description

NFR-1	Usability	Dashboards should be intuitive and user-friendly
NFR-2	Security	Protect data by anonymizing and securing links
NFR-3	Reliability	Dashboards must load properly without errors
NFR-4	Performance	Load time should be < 5 seconds
NFR-5	Availability	Dashboards available 24/7 via Tableau Public
NFR-6	Scalability	Should handle larger datasets in the future

★ 3.3 Data Flow Diagram

☐ Flow Summary:

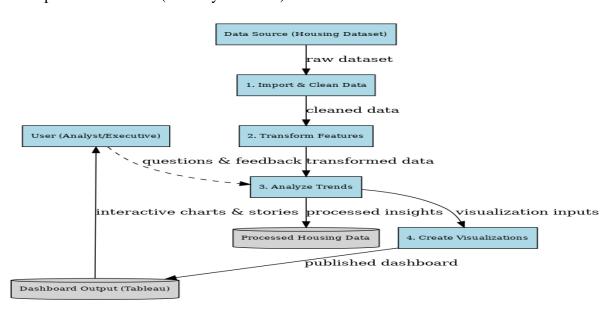
- 1. Law CSV dataset is uploaded into Tableau
- 2.

 Data is preprocessed: cleaned, transformed, calculated (age, renovation, etc.)
- 3. The Charts and dashboards are created (bar, pie, histogram, etc.)
- 5. Stakeholders explore, filter, and download insights

☑ DFD Entities:

- Source: Housing Sales Dataset (.csv)
- Processing: Excel or Tableau Prep (optional)
- Tool: Tableau Desktop
- Output: Visual Dashboards
- End Users: Analysts, Executives, Marketing

Example: DFD Level 0 (Industry Standard)



Flow Diagram:



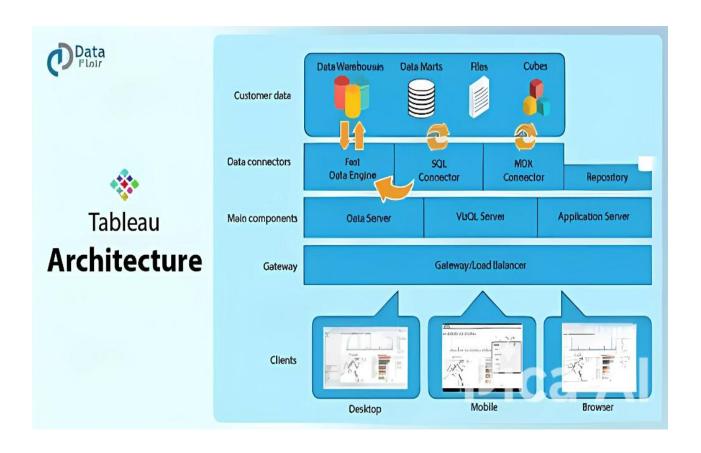
User Stories

■ User Stories Table (For Tableau Dashboard Project):

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance Criteria	Priority
Analyst (Dashboard User)	View Sales Overview	USN-1	As an analyst, I want to view the average sale price and total house area so I can understand market size.	I can see KPIs like Avg Price and Total Basement Area in a single overview chart.	High
Analyst (Dashboard User)	View Sales Overview	USN-1	As an analyst, I want to view the average sale price and total house area so I can understand market size.	I can see KPIs like Avg Price and Total Basement Area in a single overview chart.	High
Analyst (Dashboard User)	Renovation Insights	USN-2	As an analyst, I want to compare total sales based on years since renovation to understand value impact.	I can view a histogram of sales vs. renovation years.	High
Analyst (Dashboard User)	House Feature Distribution	USN-3	As an analyst, I want to explore house age grouped by number of bathrooms and floors.	I can view a grouped bar chart showing house age by floors, bathrooms, and bedrooms.	Medium
Marketing Executive	Understand Buyer Trends	USN-4	As a marketing exec, I want to visualize renovation trends to target potential customers.	I can use the pie chart to see what percent of houses are old, renovated, or new.	Medium
Admin (Dashboard Publisher)	Publish Dashboard	USN-5	As an admin, I want to upload dashboards to Tableau Public for stakeholder access.	I can publish the workbook and share the Tableau Public link.	High
Analyst (Dashboard User)	Filter Data by Year	USN-6	As an analyst, I want to filter dashboards by year or house age.	I can use filter controls to dynamically adjust views.	High
Executive	Export Visual Reports	USN-7	As an executive, I want to download and share charts with my team.	I can export visuals as images or PDFs from Tableau.	Medium
Analyst (Dashboard User)	House Feature Distribution	USN-3	As an analyst, I want to explore house age grouped by number of bathrooms and floors.	I can view a grouped bar chart showing house age by floors, bathrooms, and bedrooms.	Medium
Marketing Executive	Understand Buyer Trends	USN-4	As a marketing exec, I want to visualize renovation trends to target potential customers.	I can use the pie chart to see what percent of houses are old, renovated, or new.	Medium

★ 3.4 Technology Stack

☐ Technical Architecture Overview:



Technical Architecture User Interface Data Processing Tableau Visualization Cloud Storage

- 1. CSV File Input (Housing Dataset)
- 2.

 Data Cleaning & Preparation (Excel / Python / Tableau Prep)

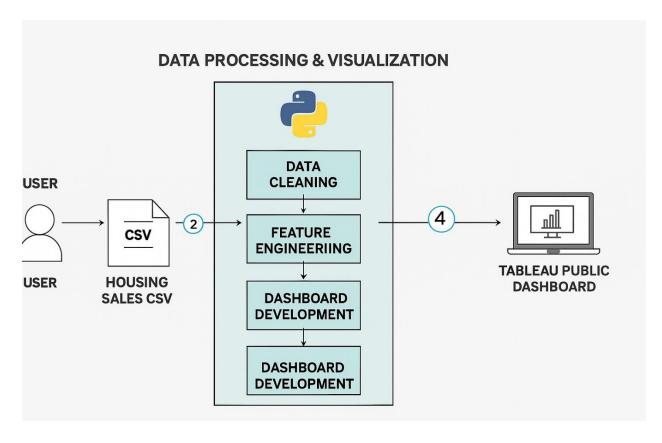
- 5. Reporting (Screenshots exported as PNG/PDF)
- 6. Sharing (Dashboard and Story links via Tableau Public)

☐ Architecture Summary Table:

Component	Description	Technology Used
User Interface	Dashboard & Story Interface	Tableau Dashboard
Data Preprocessing	Cleaning, formatting, and calculations	Excel / Python / Tableau Prep
Visualization Engine	Creates visualizations and interactivity	Tableau Desktop
Dashboard Hosting	Publishes and shares final product	Tableau Public
File Storage	Screenshots, workbook files	Local File System / GitHub

⊘ Characteristics:

Trait	Explanation	Tools / Tech Used
Open-source Frameworks	Uses publicly available tools (Tableau Public)	Tableau Public, Excel
Performance	Optimized dashboard loading and interaction	Tableau rendering engine
Availability	Always accessible through shareable links	Tableau Public
Security	No sensitive PII in dataset; public links	Anonymized CSV, Public URLs
Scalability	Capable of adapting to larger or future datasets	Tableau filter & grouping



♦ 4. PROJECT DESIGN

★ 4.1 Problem–Solution Fit

A successful project begins with identifying a real customer need and aligning the solution to address it clearly and effectively. This section outlines the Problem–Solution Fit for our housing market visualization project.

- ☐ Purpose of Problem—Solution Fit:
 - ✓ Solve real problems using tools the customer already uses or trusts
 - Accelerate solution adoption through intuitive design
 - P Sharpen messaging with visuals instead of text-heavy data
 - □ Build trust by solving recurring frustrations and improving efficiency
 - Q Understand pain points and craft better data experiences

Problem–Solution Canvas:

Category	Description
© Customer Segment	Real estate analysts, marketing teams, company executives
! Key Problem(s)	Difficulty understanding how house features & renovations affect pricing
☐ Why it's a problem	Leads to inaccurate pricing, poor targeting, and loss of market advantage
☐ Existing Alternatives	Manual spreadsheet analysis, static reports, lack of interactive insights
Your Solution	Tableau dashboards that visualize renovation impact, price distribution, and house features
✓ Main Benefit	Clear, visual, interactive insights that support faster, more accurate decisions
Success Criteria	Improved pricing strategy, stakeholder clarity, increased use of dashboards

Template:



References:

- 1. https://www.ideahackers.network/problem-solution-fit-canvas/
- 2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe

★ 4.2 Proposed Solution

To address the data interpretation challenges in the housing industry, we developed a solution based on visual analytics using Tableau.

Description:

- ✓ Import housing sales data (CSV format)
- \checkmark Clean and prepare the dataset (Excel, Tableau Prep, Python optional)
- ✓ Design a suite of visualizations: bar charts, histograms, KPIs, pie charts
- ✓ Build interactive dashboards for executives and analysts
- \checkmark Create a story flow that captures renovation, pricing, and age distribution insights
- \times Publish all results to Tableau Public for universal access

The proposed solution combines business value with technical feasibility, emphasizing usability and clarity for all non-technical stakeholders.

★ 4.3 Solution Architecture

Solution architecture bridges business problems with appropriate technical tools and defines the flow from raw data to strategic insight. This project's architecture ensures scalability, performance, and clarity for users.

© Objectives:

- \checkmark Choose tools that simplify data storytelling (e.g., Tableau, Excel, CSV)
- Show clear flow from data upload → visualization → stakeholder usage
- ✓ Provide an accessible, self-service reporting platform

☐ Solution Flow:

1 Data Collection

Raw housing sales data is sourced in CSV format with 21 fields and 21,613 rows.

2 Data Cleaning (Optional)

Null values are removed and fields such as age, renovation status, and sale price bins are created (via Excel or Python).

Tableau Processing

The cleaned data is imported into Tableau Desktop. Visualizations are built using Show Me, filters, calculated fields, and bins.

4 Dashboard Compilation

Charts are organized into multiple dashboards with filters, annotations, and labels.

5 Publication

The final packaged workbook (.twbx) is published to Tableau Public.

6 Stakeholder Access

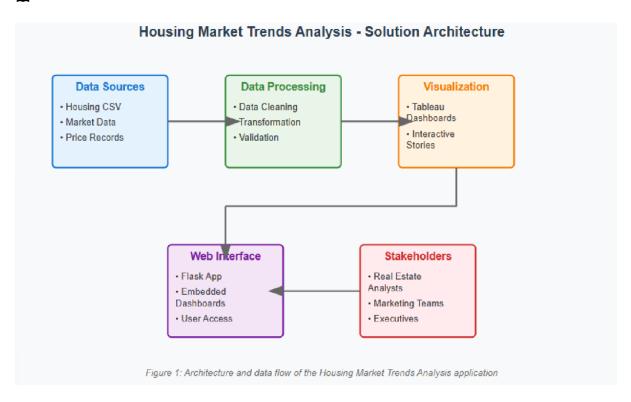
Executives and analysts explore dashboards and download visuals using shareable Tableau links.

★ Architecture Overview (Text Summary):

Stage	Description	Tool Used
Data Input	Raw dataset in CSV format	Excel / CSV
Preprocessing	Cleanup, feature creation	Python / Excel
Visualization Building	Charts, filters, dashboards	Tableau Desktop
Hosting	Online dashboard access	Tableau Public

StageDescriptionTool UsedExport & ReportingPDF/PNG report generation Tableau ScreenshotSharingPublic URL sharingTableau Public

M



♦ 5. PROJECT PLANNING & SCHEDULING

★ 5.1 Project Planning

➡ Product Backlog, Sprint Schedule & Estimation

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Member
Sprint-1	Data Preparation	USN-1	Upload housing dataset in CSV format	3	High	Myself
Sprint-1	Data Cleaning	USN-2	Clean and prepare the dataset for use in Tableau	4	High	Myself

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Member
Sprint-1	Visualizations	USN-3	Create bar, pie, and donut charts for sales trends	5	High	Myself
Sprint-2	Filter Integration	USN-4	Apply filters (top-N, price range, age) in the dashboard	4	Medium	Myself
Sprint-2	Story Creation	USN-5	Build a Tableau story with scenes, titles, and captions	5	High	Myself
Sprint-2	Dashboard Publishing	USN-6	Publish the dashboard to Tableau Public and generate a shareable link	3	High	Myself
Sprint-3	Performance Testing	USN-7	Test dashboard performance with filters and load	4	Medium	Myself
Sprint-3	Screenshot & Documentation	USN-8	Capture screenshots and export insights for the final report	4	Medium	Myself
Sprint-3	GitHub Folder Setup	USN-9	Organize files and submit using required folder structure	4	High	Myself
Sprint-	Final Review	USN-10	Review and validate all content before submission	6	High	Myself
Sprint-	Video Demo	USN-11	Record walkthrough demo of the dashboard and upload	6	High	Myself

☐ Project Tracker & Velocity

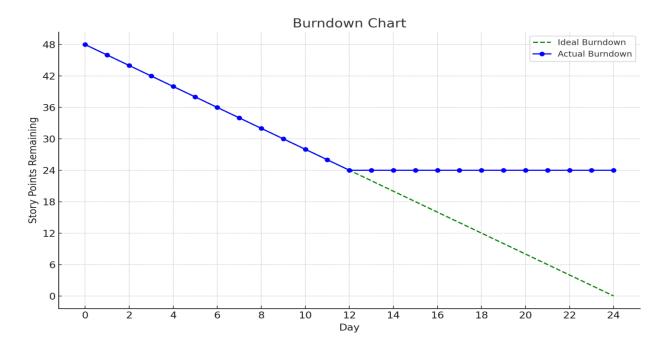
Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date	SP Completed	Sprint Release Date
Sprint-1	12	6 Days	20 June 2025	25 June 2025	12	25 June 2025
Sprint-2	12	6 Days	26 June 2025	1 July 2025	12	1 July 2025
Sprint-3	12	6 Days	2 July 2025	7 July 2025	_	_
Sprint-	12	6 Days	8 July 2025	13 July 2025	_	_

✓ Velocity Calculation:

- AV = Total Completed Story Points ÷ Number of Days
- $AV = 24 \div 12 = \emptyset 2 \text{ SP/day}$

™ Burndown Chart:

A burn down chart was tracked per sprint to visualize progress vs. remaining work.



☐ The green dashed line shows the Ideal Burndown (smooth reduction over 24 days).

● The blue line represents Actual Burndown:

- Story points completed in Sprint-1 and Sprint-2 (24 points total),
- No progress yet in Sprint-3 and Sprint-4 (flat line after day 12)

☐ Reference:

- https://www.visual-paradigm.com/scrum/scrum-burndown-chart/
- https://www.atlassian.com/agile/tutorials/burndown-charts

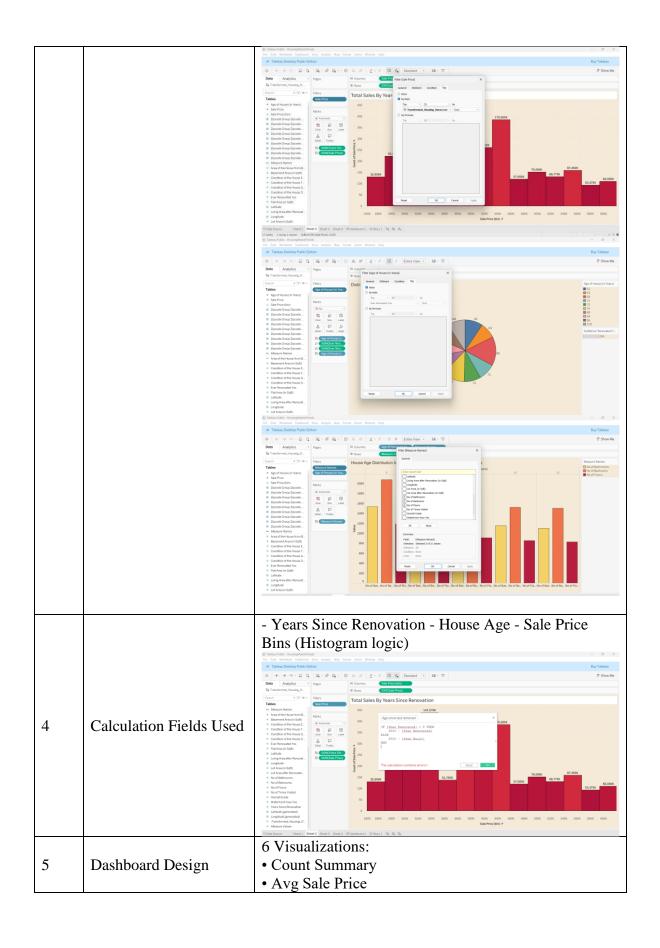
♦ 6. FUNCTIONAL AND PERFORMANCE TESTING

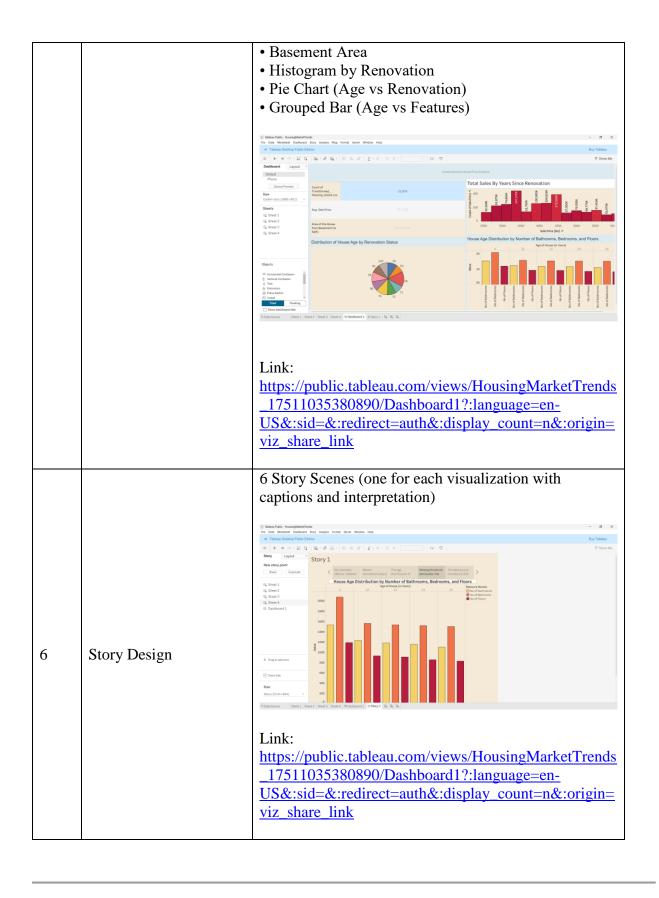
★ 6.1 Model Performance Testing

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No	Parameter	Screenshot / Values				
1	Data Rendered	Full dataset with 21 columns and 21613 rows from Transformed_Housing_Data2.csv Market And Face Texas				
2	Data Preprocessing	Handled missing values, converted types (e.g., age from year), created bins Resthermed, Historing, Dall. 1 fields, 21600 revs 2 2 2 2 2 2 2 2 2				
3	Utilization of Filters	Used Top N filters (e.g., Sale Price), categorical filters (Bedrooms, Renovation) Management Management				





♦ 7. RESULTS

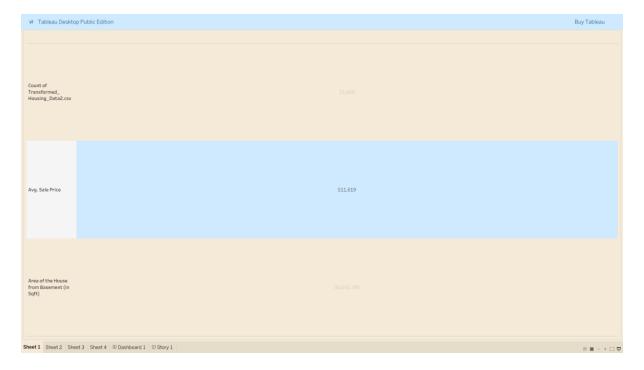
★ 7.1 Output Screenshots

The Tableau dashboard was successfully developed with six distinct visualizations, arranged into both individual views and a cohesive story presentation.

Output Visuals:

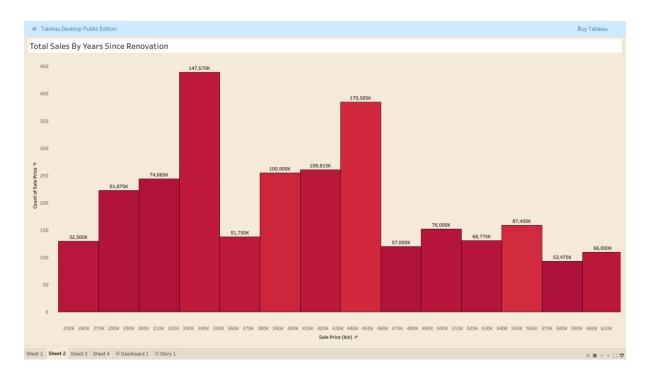
☐ 1. Summary Metrics – Count, Average Sale Price, Basement Area Filename: Summary_Metrics_Overview.png Includes:

- Activity 1.1: Count of Transformed Housing Records
- Activity 1.2: Average Sale Price
- Activity 1.3: Total Area from Basement (in Sqft)
 - Caption: This summary view provides an overview of dataset size, financial metrics, and house size to establish analytical context.



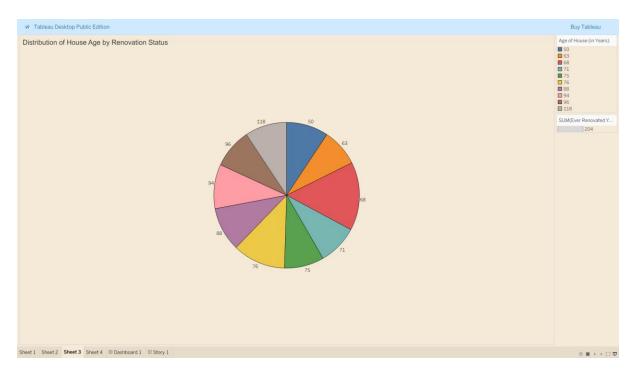
1 2. Total Sales by Years Since Renovation Filename: Sales_By_Renovation_Histogram.png

Caption: A histogram showing how sale price distribution varies based on the number of years since renovation. Useful for renovation impact analysis.



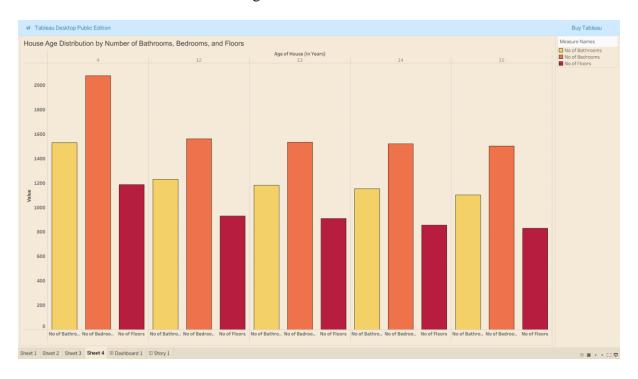
✓ 3. House Age Distribution by Renovation Status Filename: Age_Renovation_PieChart.png

Caption: A pie chart displaying the percentage of houses grouped by age and renovation status, providing insights into property lifecycle trends.



♠ 4. House Age vs. Bathrooms, Bedrooms, and Floors Filename: Feature_Age_Distribution_BarChart.png

Caption: A grouped bar chart mapping house age with key structural attributes. Reveals how feature count correlates with house age.



☐ 5. Final Dashboard View

Filename: Final_Dashboard_Full.png

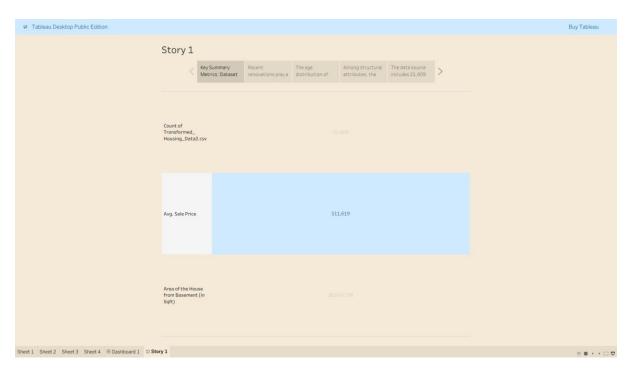
Caption: This interactive Tableau dashboard compiles all the above visualizations, complete with filters and tooltips for user interaction.

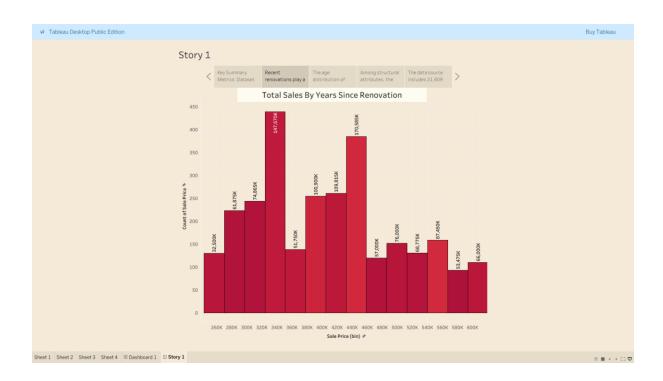


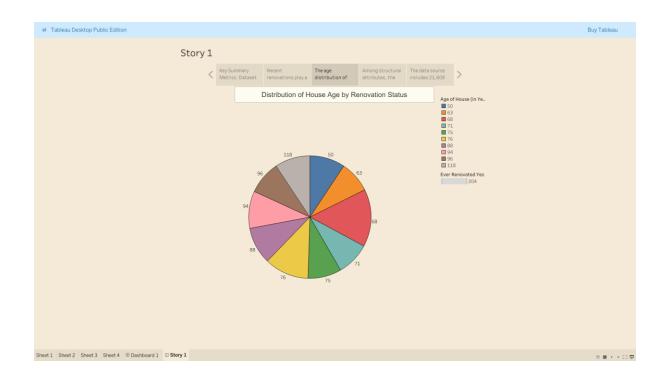
☐ 6. Tableau Story Screens

Filename: Tableau_Story_Scenes.png

Caption: The story view walks users through each visualization in a narrative format with titles and captions, ideal for stakeholder presentation.











□ Note: Screenshots are stored in the folders:

- **i** /6. Project Executable Files/Dashboard Screenshots/
- **1** /6. Project Executable Files/Report Screenshots/

⇔ Dashboard & Story Link:

View the interactive dashboard and story here:

https://public.tableau.com/views/HousingMarketTrends_17511035380890/Dashboard1

♦ 8. ADVANTAGES & DISADVANTAGES

\forall Advantages

- In Visual Insights: Complex data is simplified into easy-to-understand dashboards and charts
- Interactivity: Users can apply filters and explore data dynamically (Top-N, Year, Features).
- Accessibility: Dashboards are hosted on Tableau Public and accessible from anywhere.
- Informed Decisions: Helps analysts and executives make data-driven pricing and renovation strategies.

- U Easy Sharing: Dashboards and stories can be shared instantly via public links.
- \square Time-Saving: Reduces time spent on manual data exploration using spreadsheets.

- Internet Dependency: Requires stable internet to access Tableau Public dashboards.
- Limited Privacy: As dashboards are public, datasets must be anonymized before use.
- Q No Predictive Analysis: Focuses on descriptive analytics only—does not include forecasting or machine learning.
- Static Dataset: Visualizations are based on a fixed dataset and must be manually updated for new data.

♦ 9. CONCLUSION

This project successfully demonstrates how data visualization can be applied to understand trends in the housing market. Using Tableau, we transformed a large and complex housing dataset into a series of intuitive dashboards and visual stories that provide actionable insights into:

- Renovation impact on sale price
- Distribution of house features and age
- Buyer preferences based on property characteristics

The final result is a professional, interactive tool that empowers real estate stakeholders—including analysts, executives, and marketing teams—to explore market behavior and improve strategic decision-making.

♦ 10. FUTURE SCOPE

To extend and enhance this project, the following improvements are proposed:

- Integrate predictive models to forecast pricing based on house features and renovations.
- Automate data refresh using live connections or scheduled updates in Tableau.
- Expand to include geospatial analysis using map visualizations for location-based insights.
- Integrate real-time data from real estate APIs or listing websites for up-to-date trends.

• 🕹 Allow users to upload their own datasets and generate dashboards dynamically.

♦ 11. APPENDIX

- Dataset Link
- Source: Transformed Housing Data
- https://www.kaggle.com/datasets/rituparnaghosh18/transformed-housing-data-2
- Tableau Dashboard Link
- U Final Dashboard (Interactive)
- https://public.tableau.com/views/Tableau_17510313459500/Dashboard1?:language=en_US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link
- ☐ Tableau Story Link
- Story View with Scenes and Captions
- https://public.tableau.com/views/Tableau_17510313459500/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link
- Project Demo Link
- 🛭 🕶 Original Link:

https://drive.google.com/file/d/1ZAfE7oJPGSZpS3Y0AadUYbZGrLi1366w/view?usp=drivk

- GitHub Repository
- Pull project folder with assignments, documentation, and Tableau files
- https://github.com/karnidipraveen2005/Visualizing-Housing-Market-Trends-An-Analysis-of-Sale-Prices-and-Features-using-Tableau.git