

## Ideation Phase

### Empathize & Discover

Date	5 February 2026
Team ID	LTVIP2026TMIDS35952
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

#### Empathy Map :

The empathy map is used to understand the users of the Sales Dashboard Application by analysing their needs, behaviours, feelings, and challenges while working with business data. It helps the development team design a system that is user-friendly and supports better decision-making.

The map focuses on how users interact with sales data and what they expect from the application. Users usually deal with large amounts of raw data and complex reports, which makes analysis difficult and time-consuming. They want clear visual insights that help them make quick and accurate business decisions.

From the empathy analysis, users think and feel the need for simple and understandable dashboards. They see multiple data sources and complicated spreadsheets in their daily work. They hear feedback from management requesting performance reports and data analysis. They say and do actions like applying filters, checking charts regularly, and sharing insights with team members.

The empathy map also identifies user pains, such as difficulty in analysing scattered data, slow reporting processes, and confusion caused by complex information. At the same time, it highlights user gains, including faster decision-making, easy visualization, improved productivity, and better understanding of sales performance.

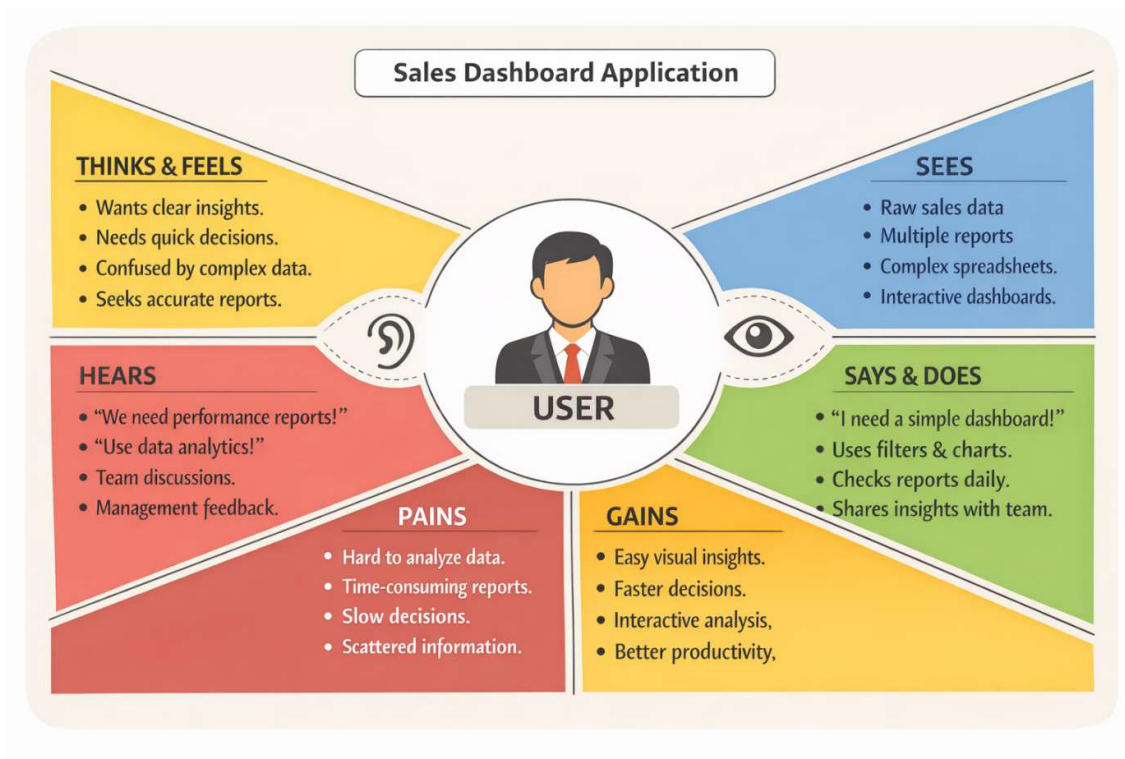
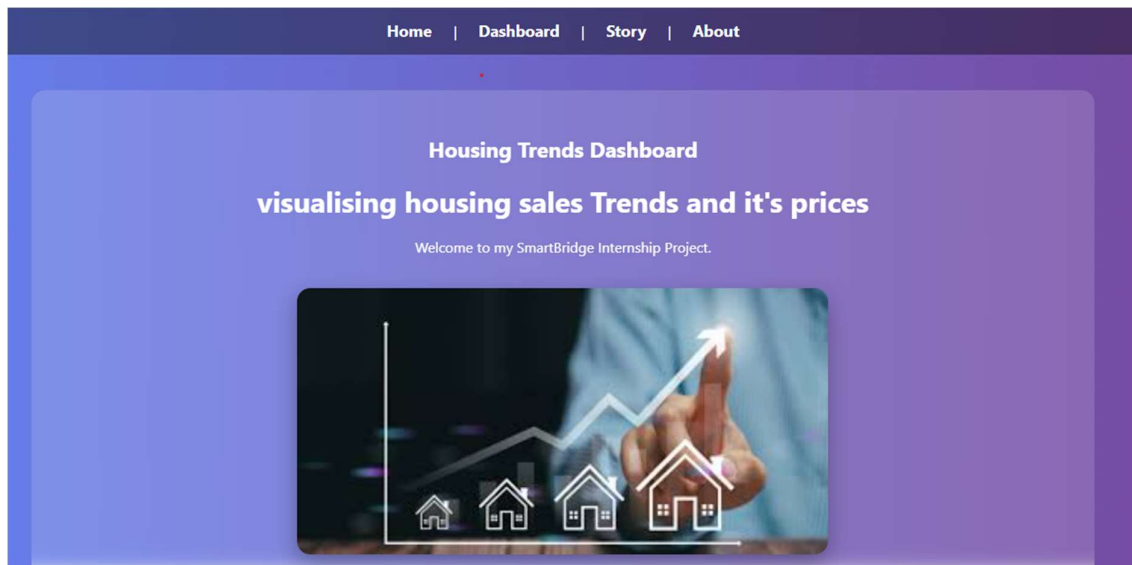


Tableau Story feature was used to present insights step-by-step, helping users understand the analysis logically from introduction to conclusion



- Easy-to-understand visual dashboards.
- Faster business insights.
- Better decision-making support.
- Interactive filtering and analysis.
- Improved productivity and reporting efficiency.

## About This Project

This project was developed as part of the SmartBridge Internship. It focuses on analyzing Housing Trends using Tableau dashboards and stories.

The web application is built using Flask and integrates Tableau Public dashboards into a dynamic website interface.



### Project Goals

The primary goal of this project is to analyze housing market trends using interactive data visualization techniques. The project identifies pricing patterns and regional variations through meaningful dashboards.

### Challenges

Data cleaning and selecting appropriate visualization methods were key challenges. Integrating Tableau dashboards into a Flask web application required careful embedding and layout adjustments.

### Analysis & Utilization of Tableau

Tableau was used to design interactive dashboards and storyboards. Filters, comparisons, and trend

- “I need simple dashboards to understand sales.”
- Uses filters and charts to analyze performance.
- Checks reports regularly to track business progress.
- Shares dashboard insights with team members.

In what ways might we dramatically improve our offering for different people?	How might we better serve... new users or customers?	How might we better serve... power users or longtime customers?	How might we appeal to... audiences we haven't reached yet?	How might we appeal to... our skeptics or detractors?
<b>Simplification</b> Reduce clutter, removing steps, clarifying options, streamlining workflows...			understanding the large data and make it easy to understand simply	
<b>Personalization</b> Tailored recommendations, anticipating needs, adapting to situations and behavior...	This project focuses on visualizing housing market trends to provide clear and interactive insights into pricing and regional variations.			
<b>Social &amp; community</b> Videos, pictures, posts, messages, stories, likes, followers, tweets, friends, networks...				The selected idea to solve the problem is to develop interactive dashboards that visualize housing market trends and price variations in an understandable format.
<b>Gamification</b> Motivators, rewards, badges, levels, fun, points, teamwork, leaderboards...		The project solution idea is to analyze and visualize housing market data using interactive dashboards.		

[See an example](#)