

**An internship in**  
**Data Analytics with Tableau**

by

**SmartInternz**

**Project Name:** Visualizing housing market trends: an analysis of sale prices and features

**Project Id:** LTVIP2025TMID52071

**Project Mentor:** G.Ravi Kumar

**Team Members:**

2. Poli Vinitha
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## **ABSTRACT**

This project, titled “Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau,” focuses on transforming complex real estate data into clear, actionable insights through interactive data visualization. By cleaning and preparing a dataset containing various housing attributes—such as sale price, area, number of bedrooms, renovation status, and location—key trends were uncovered using Tableau’s powerful visual analytics. The project involved the creation of calculated fields (e.g., TotalAreaSqft, SalePriceBin), the use of filters (e.g., condition, renovation status, zipcode group), and the development of dashboards and stories that narrate insights across multiple dimensions. These dashboards were then embedded into a Flask web application, ensuring easy accessibility and deployment. The resulting solution empowers users—including buyers, real estate agents, and policy makers—to make data-driven decisions. With its scalability and modular structure, the project lays a foundation for further enhancements like live data integration, predictive analytics, and expanded geographic coverage.

### ***Key Words:***

- Tableau Dashboard

- Housing Market Analysis
- Data Visualization
- Sale Price Prediction
- Property Features
- Renovation Insights

## **Project Report Format**

### **1. INTRODUCTION**

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- 1.2 Purpose

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Source Code(if any)

Dataset Link

GitHub & Project Demo Link

# **1. Introduction**

The real estate market is influenced by various factors such as house age, renovation status, number of bedrooms and bathrooms, and overall size. This project aims to analyze housing market trends and visualize key insights using Tableau to better understand how different features impact sale prices.

## **1.1. Project overviews**

The dataset contains Transformed housing data and 21,609 house sale records, including Property features such as Sales price, area, bedrooms, bathrooms, floors and location. There are a total of 31 columns, out of which Sale Price can be supposedly taken as a dependent variable. The other variables are different features, locations and date, etc. regarding the houses. This project, "Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau," aims to explore and analyze housing market trends using the Transformed Housing Data 2 dataset from Kaggle. The objective is to identify key factors influencing house prices, such as location, size, number of bedrooms, bathrooms, floors and basement area.

By leveraging Tableau, the project will create interactive dashboards, story, bar chart, histogram, summary dashboard to visualize patterns, compare regional price variations, and gain insights into how different features impact house sale prices. The analysis will help in making datadriven decisions for buyers, sellers, and real estate professionals.

## **1.2. Objectives**

- Identify key factors influencing house prices.
- Analyze the effect of renovations on property value.
- Explore the distribution of house sales across different price ranges.
- Create interactive Tableau dashboards to present findings effectively.

## 2. Project Initialization and Planning Phase

### 2.1. Define Problem Statement

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A first-time homebuyer who wants to make an informed decision	Find a home within my budget that meets my needs	The available market data is difficult to interpret and scattered across multiple sources	There is no centralized, easy-to-use tool that visualizes housing trends based on historical sales data	Confused and overwhelmed, making me hesitant to proceed
PS-2	A real estate investor looking for high-return properties	Identify profitable properties based on price trends and key influencing factors	Existing datasets require extensive manual analysis and lack clear insights	No interactive visualization tool allows me to compare property appreciation trends effectively	Frustrated and uncertain about making investment decisions
PS-3	A real estate agent aiming to assist clients efficiently	Provide accurate and insightful recommendations based on market data	The data is time-consuming to analyze and spread across various reports	There is no comprehensive tool to aggregate and visualize pricing trends for quick insights	Less efficient, unable to provide quick, data-backed advice to clients



## 2.2 Empathy Map Canvas



## 2.3 Brain Storming

### Step 1: Team Gathering, Collaboration and Problem Statement

Our team collaborated to identify pressing challenges in the real estate market, particularly in understanding how various property features influence housing sale prices. After exploring themes like housing affordability, real estate investment planning, urban development, and smart property insights, we narrowed down our focus to uncover actionable insights hidden in housing data. The objective was to visually explore trends using Tableau that would help buyers, sellers, investors, and policy makers understand patterns of sale prices based on features like area, bedrooms, renovation status, condition, location (zipcode groups), and more.

#### Problem Statement:

How can housing sale price trends and property characteristics be visualized and analyzed using Tableau to identify patterns, improve buyer/seller decision-making, and uncover insights that support strategic real estate planning?

Team Members:

- Team Leader: Paranjali Deepa
- Team Member: Poli Vinitha
- Team Member: Poola Vishnu
- Team Member: Pathireddy Lihasreddy

### Step 2: Brainstorming, Idea Listing and Grouping

S.No	Idea Description	Category
1	Visualize average sale price by SalePriceBin	Pricing Insights
2	Analyze impact of number of bedrooms on sale price	Property Features
3	Explore relationship between Total Area and Price (scatter plot)	Size-Based Pricing
4	Compare prices for renovated vs. non-renovated homes	Renovation Analysis

5	Group insights by Zipcode Clusters	Geographical Comparison
6	Analyze house condition vs. price using dummy variables	Quality-Based Pricing
7	Add calculated field: TotalAreaSqft	Data Preparation
8	Create SalePriceBin with 100k intervals	Binning / Categorization
9	Use Tableau dashboard to combine insights	Dashboard Design
10	Build a Story in Tableau for narrative	Storytelling & Reporting
S.No	Idea Description	Category
11	Embed Dashboard in Web Application using Flask	Deployment & Integration
12	Add filters for Bedrooms, Condition, Renovation in Dashboard	Interactive Exploration

### Step 3: Idea Prioritization Table

S.No	Idea Description	Impact	Feasibility	Priority
1	Visualize average sale price by SalePriceBin	High	Easy	High
2	Analyze impact of number of bedrooms on sale price	High	Easy	High
3	Explore TotalArea vs Price (scatter plot)	High	Easy	High
4	Compare prices for renovated vs. non-renovated homes	High	Medium	High
5	Group insights by Zipcode Clusters	Medium	Medium	Medium
6	Analyze house condition vs. price	High	Medium	High
7	Add calculated field: TotalAreaSqft	Medium	Easy	High
8	Create SalePriceBin with 100k intervals	Medium	Easy	High
9	Use Tableau dashboard to combine insights	High	Easy	High
10	Build a Story in Tableau	High	Medium	High
11	Embed Dashboard in Web Application	High	Hard	Medium
12	Add filters for Bedrooms, Condition, Renovation	Medium	Easy	Medium

<b>Awareness</b>	- Sees dashboard via social media, newsletter, Tableau Public	Curious, Interested	Unclear if dashboard is relevant	Use benefit-driven titles, visual thumbnails	Attract interest and clarify purpose
	- Reads title/summary		Overwhelmed by layout, unsure where to start	Add guided walkthrough, simplify navigation features	Understand the dashboard and its simplification

### 3. Requirement analysis

#### 3.1 Customer Journey map

##### Customer Journey Map: Housing Market Trends Dashboard

Stage	Actions & Touchpoints	Experience & Emotions	Pain Points	Opportunities	User Goals

	- Clicks dashboard link	Engaged,	Add example	Discover
<b>Consideration</b>	- Reads introduction, explores layout	Cautious	Filters not intuitive, queries, improve	valuable charts slow to load
<b>Exploration</b>	- Uses filters for location, price, features - Views charts	Excited,	speed	insights
	Inquisitive (bar, scatter, pie, etc)	Limited export options or unclear formats	Enable easy download/share, share findings	Preserve and offer export guides
<b>Decision</b>	- Exports visuals - Shares dashboard	Satisfied, -		
	Bookmarks or downloads insights	Confident	No update notifications, feedback unacknowledged	Enable email updates, actively and engaged respond to feedback
<b>Retention</b>	- Subscribes for updates - Revisits for new data	Loyal, Empowered		Stay informed
<b>No.</b>	<b>Functional Requirement (Epic) Sub Requirement (Story / Sub-Task)</b>			
FR-1	<b>Data Import</b>	- Import data from CSV - Enable live database integration (MySQL)		
FR-2	<b>Data Cleaning &amp; Transformation</b>	- Handle missing values - Add calculated fields like Year, Lockdown		
FR-3	<b>Data Visualization</b>	- Create Tableau worksheets - Build multiple dashboards		
FR-4	<b>User Interaction</b>	- Enable filtering by region, year - View comparative bar charts - Analyze pre/post-lockdown trends		
FR-5	<b>User Access</b>	- Role-based views for Analyst, Policy Maker, Developer - Download/export options		
FR-6	<b>Feedback Loop</b>	- Allow stakeholder feedback and change requests - Implement revision cycles		

### Non-Functional Requirements (NFRs)

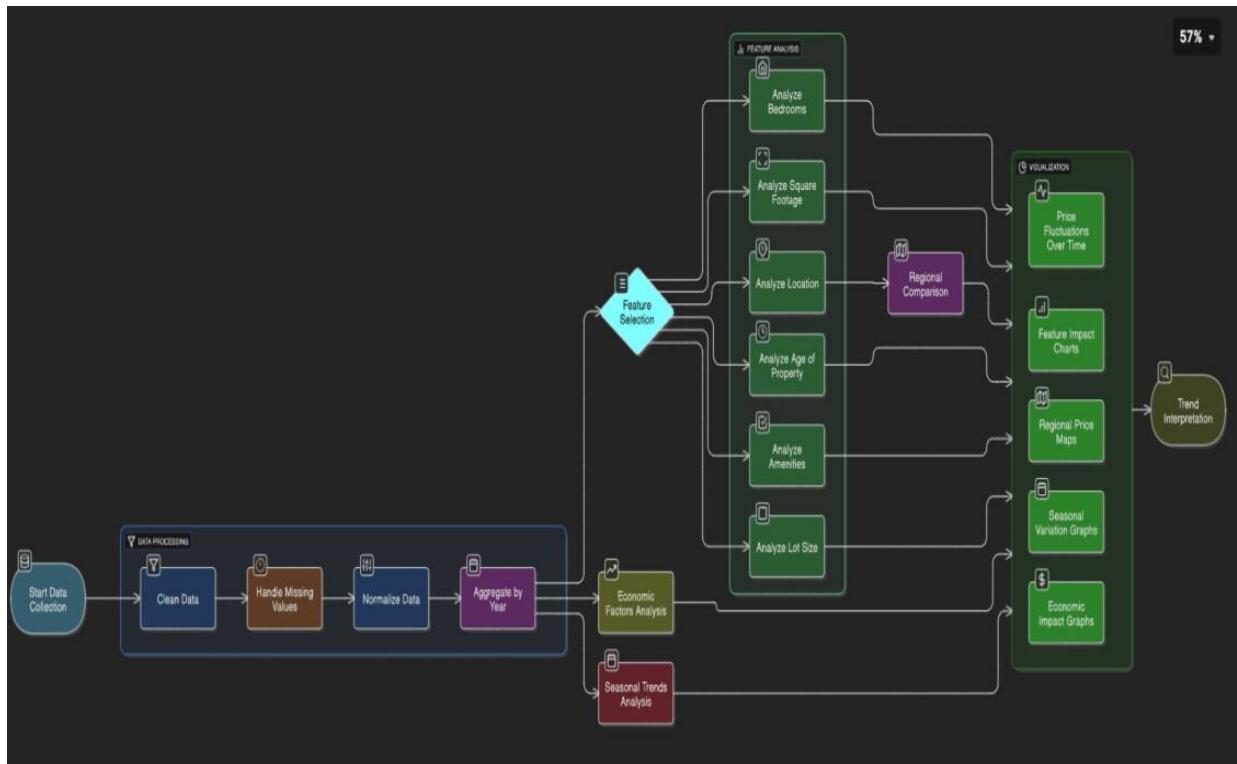
NFR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	Dashboard must be intuitive with clear filters, legends, and guided walkthroughs

<b>NFR-2 Security</b>	Implement role-based access and secure backend/database connectivity
<b>NFR-3 Reliability</b>	System must handle unexpected data formats and maintain high accuracy
<b>NFR-4 Performance</b>	Ensure fast loading and responsive interaction across all dashboard elements
<b>NFR-5 Availability</b>	Dashboard should be accessible across browsers/devices with minimal downtime
<b>NFR-6 Scalability</b>	Should scale for large datasets and support additional features/modules

### 3.3 Data Flow Diagram

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

1. Data collected from POSOCO in CSV format.
2. Cleaned and transformed, with calculated fields like Year and Lockdown.
3. Visualizations built in Tableau using multiple worksheets.
4. Users review the dashboard and may request changes.
5. Final version archived after approval.

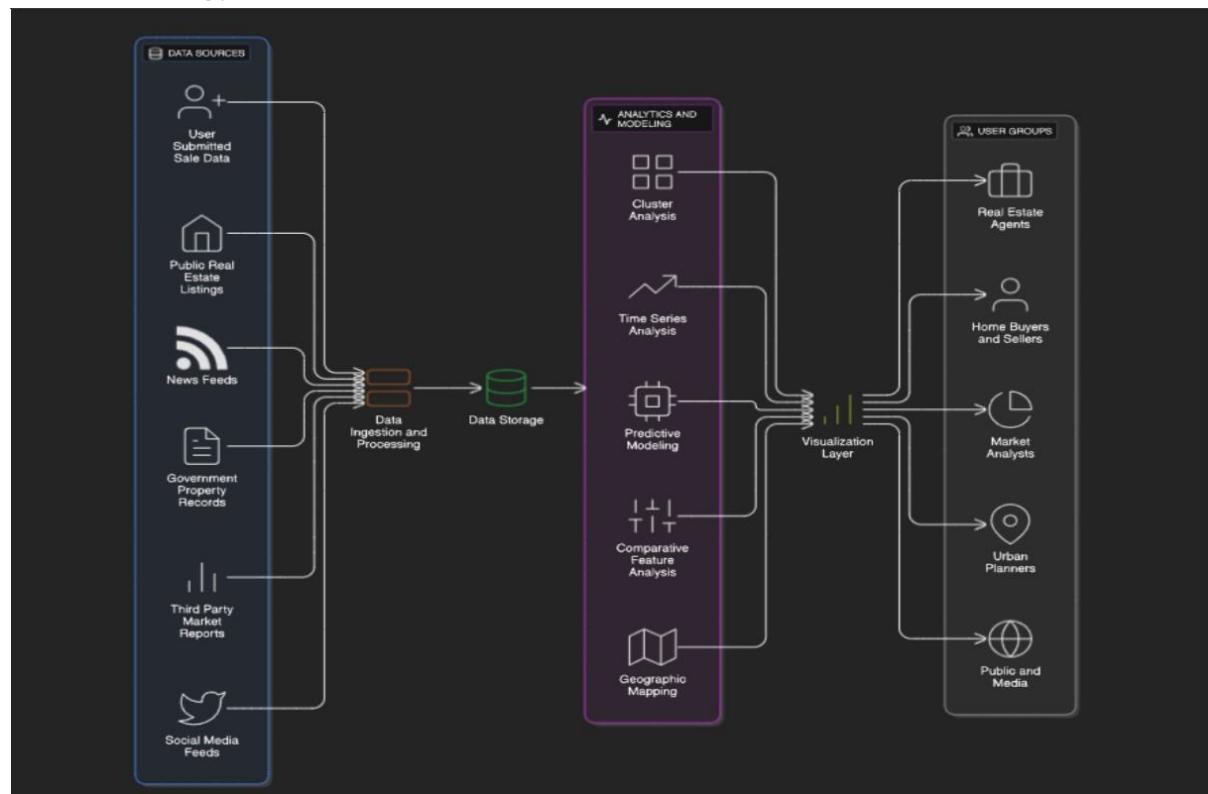


### User Stories Table:

	Functional Priority	User Type	User Requirement Release (Epic)	Story Number	Acceptance Criteria	User Story / Task
Analyst / Policymaker	View Trends	Electricity	USN-1	As a user, I want to view electricity usage trends by year.	I can filter and view charts for specific regions and years.	Sprint-High 1 region

Analyst	Compare States	USN-2	As a user, I want to I can view bar compare top and bottom electricity- and bottom N consuming states.	charts with top N states.	Sprint-Medium
Policy Maker	Forecast Planning	USN-3	As a user, I want to monthly and analyze seasonal quarterly variations in usage.	I can view consumption trends.	Sprint-High
Energy Consultant	View Impact of Lockdown	USN-4	As a user, I want to A before-after compare electricity lockdown chart is usage before and after lockdown.	available for selection.	Sprint-High
Developer	Connect Data	USN-5	As a user, I want Data refreshes the dashboard to be automatically connected to a live from MySQL to Tableau.	refreshes	Sprint-Medium
Developer	Export Insights	USN-6	As a user, I want to export dashboard views for presentations.	I can download dashboards as images or PDFs.	Sprint-Low

### 3.4 Technology Stack



## **4. Project design**

### **4.1 Problem Solution Fit**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

#### **Purpose:**

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.

## Problem-Solution fit canvas 2.0

Purpose / Vision: To visualize electricity consumption patterns and empower smarter, data-driven energy decisions for a sustainable future.

<b>1. CUSTOMER SEGMENT(S)</b>	<b>CS</b>	<b>6. CUSTOMER</b>	<b>CC</b>	<b>5. AVAILABLE SOLUTIONS</b>	<b>AS</b>
<ul style="list-style-type: none"> <li>Utility company decision-makers</li> <li>Government policymakers (energy departments)</li> <li>Energy analysts and researchers</li> <li>Public sector monitoring authorities</li> </ul>		<ul style="list-style-type: none"> <li>Limited technical/data visualization skills</li> <li>Budget constraints for tool adoption</li> <li>Reliance on manual Excel-based workflows</li> <li>Limited access to cleaned, centralized data</li> <li>Low IT infrastructure in smaller utility companies</li> </ul>		<ul style="list-style-type: none"> <li>Static government reports in PDF/Excel</li> <li>Manual data analysis using spreadsheets</li> <li>Internal dashboards with limited scope <b>Pros:</b> Familiar tools, simple setup <b>Cons:</b> No interactivity, slow, difficult to analyze, lacks filtering</li> </ul>	<a href="#">Explore AS...</a>
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b>	<b>J&amp;P</b>	<b>9. PROBLEM ROOT CAUSE</b>	<b>RC</b>	<b>7. BEHAVIOUR</b>	<b>BE</b>
<ul style="list-style-type: none"> <li>Understand state-wise and sector-wise electricity usage patterns</li> <li>Forecast demand for better grid management</li> <li>Identify peak hours and plan energy-saving programs</li> <li>Analyze seasonal usage trends and post-lockdown impacts</li> <li>Make data-driven decisions from raw usage data</li> </ul>		<ul style="list-style-type: none"> <li>No centralized platform for data-driven electricity consumption insights</li> <li>Datasets are raw, unfiltered, and not visualized</li> <li>Decision-makers lack tools and training to interpret the data easily</li> <li>Growing complexity in managing supply-demand post-COVID and climate events</li> </ul>		<ul style="list-style-type: none"> <li>Use Excel to sort and manually analyze usage</li> <li>Request reports from IT/data team</li> <li>Refer to government portals for downloads</li> <li>Discuss patterns informally within departments</li> <li>Use experience-based intuition over data evidence</li> </ul>	<a href="#">Focus on J&amp;P, tap into BE, understand</a>
<b>3. TRIGGERS</b>	<b>TR</b>	<b>10. YOUR SOLUTION</b>	<b>SL</b>	<b>8. CHANNELS of BEHAVIOUR</b>	<b>CH</b>
<ol style="list-style-type: none"> <li>External pressure from government mandates, public reports, or new datasets requiring improved energy planning and reporting</li> <li>Operational challenges like blackouts, peak season budgeting, or rising interest in sustainability prompt action from utility stakeholders.</li> </ol>		<p>A web-based dashboard using Tableau embedded into a Flask app. Pre-processed data stored in MySQL, integrated with real-time filtering. Visualizations include: Time-wise, region-wise, lockdown comparison, and top/bottom usage states. Interactive filters for users to select year, region, and time period. Optional ML-powered demand forecasting. Published on Tableau Public for easy access and sharing.</p>		<p><b>8.1 ONLINE</b> Download datasets from energy portals (POSOCO, Ministry of Power) Read insights or trends from news portals or LinkedIn Watch dashboard demos (YouTube, Tableau Public)</p> <p><b>8.2 OFFLINE</b> Attend government briefings Internal review meetings and printed reports Collaborate on planning documents manually</p>	<a href="#">Extract online &amp; offline CH of BE</a>
<b>4. EMOTIONS: BEFORE / AFTER</b>	<b>EM</b>				

## 4.2 Proposed Solution

### Proposed Solution Template

S.No.	Parameter	Description
1	<b>Problem Statement</b>	The real estate market involves vast and complex datasets on housing features and sale prices. These datasets are often underutilized due to lack of effective visualization, making it difficult for buyers, sellers, and analysts to draw insights or forecast trends.
2	<b>Idea / Solution</b>	Our solution transforms static housing datasets into interactive, insightful visualizations using Tableau. The project involves cleaning and transforming the data, creating calculated fields and KPIs, and developing a dashboard that highlights key trends, comparisons, and location-based analyses. The solution is deployed via a Flask web app.

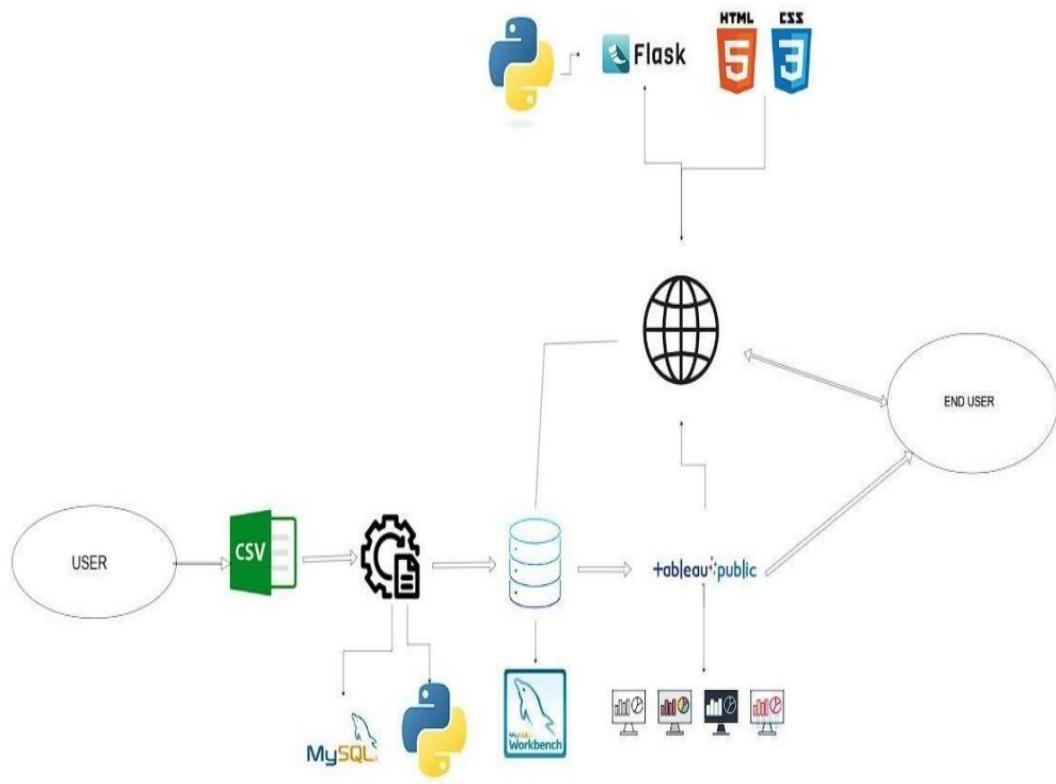
This project leverages Tableau's powerful visual capabilities to go beyond

- basic data analytics. By combining calculated fields, condition **Novelty /**
- 3** segmentation, and geographic mapping, the dashboard offers a dynamic **Uniqueness** exploration of how features like bedrooms, area, renovation, and location influence housing prices.
- This solution enables real estate buyers, sellers, agents, and market **Social Impact** / researchers to make informed decisions. It improves housing transparency,
- 4 Customer** supports better urban planning, and enhances user engagement with clear **Satisfaction** visuals and actionable insights.
- This dashboard can be scaled and offered as a subscription-based SaaS tool **Business Model** to real estate companies, market research firms, or housing consultancies.
- 5 (Revenue** Advanced forecasting modules, API integrations, and custom dashboards **Model**) can be monetized as premium features.
- The system is designed to be scalable and adaptable. It can incorporate new **Scalability of the** datasets (like rental trends or economic indicators), extend to new regions
- 6 Solution** or cities, and integrate with ML models for price predictions, thereby offering long-term growth potential.

### 4.3 Solution Architecture

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- The architecture separates data preprocessing, storage, visualization, and UI layers—making it easy to maintain, scale, and enhance.
- Cleaned data from MySQL is visualized using Tableau dashboards, offering region-wise, year-wise, and seasonal insights with filtering capabilities.
- Dashboards are embedded into a Flask-based web interface, allowing end users to interact with visual data through a user-friendly portal.
- The solution supports future extensions like forecasting models and can be deployed locally or on cloud platforms like Heroku or AWS.



## 5. Project planning & scheduling

### 5.1 Project Planning

User	User Story / Task	Point	Priority	Assigned To	
Sprint	Story No				
Data Setup	1			Shaik	
				Mohammad	
				Shoyab	

Sprint		
	Data Cleaning	U
1		
	Shaik Abdul	
	Aleem	
Sprint		
	Field Creation	U
1		
	Shaik Abdul	
	Hameed	
Sprint		
	Price Binning	U
1		
	Raviteja	
	Reddicherla	
SprintData		
2	Visualization	U
	Shaik	
	Mohammad	
	Shoyab	
SprintDashboard		
2	Creation	U
	Shaik Abdul	
	Aleem	
SprintDashboard		
2	Styling	U
	Shaik Abdul	
	Hameed	
Sprint		
	Storytelling	U
3		

					Raviteja
					Reddicherla
					Shaik
					Mohammad
					Shoyab
					Shaik Abdul
					Hameed
					Shaik Abdul
					Aleem
					Raviteja
					Reddicherla
					Sprint
					As a developer, I can embed Tableau User
					Medium Sprint Epic User
					High Story / Task
3	Flask Integratio USN-9	4	High		
	dashboard into a Flask web app				
Sprint	As a user, I can test and review the				
	Embed Testing USN-10	2 3			
	embedded dashboard UI				
Sprint	As a team, we can prepare final project				
	Documentation USN-11	3 4			
	documentation				
SprintDemo	As a team, we can prepare and rehearse				
	USN-12				
	a full demo walkthrough				
4 Preparation	PointPriority Assigned To Story No				
Sprint	As a team, we can test the full system				
	Bug Fixing / QAUSN-13	2			
	and fix visual/logic bugs				
					Shaik
					Medium Mohammad
4					Shoyab

## Project Tracker, Velocity & Burndown Chart

Sprint	Total Story Point	Duration	Start Date	End Date	Points Complete	Release Dat
Sprint-11	4 Days	11 June 2021	14 June 2021	11	14 June 202	
Sprint-10	4 Days	15 June 2021	18 June 2021	10	18 June 202	
Sprint-7	4 Days	19 June 2022	22 June 2022	7	22 June 202	

Sprint-7	4 Days 23 June 2026	22 June 2027	26 June 202
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### Velocity Calculation

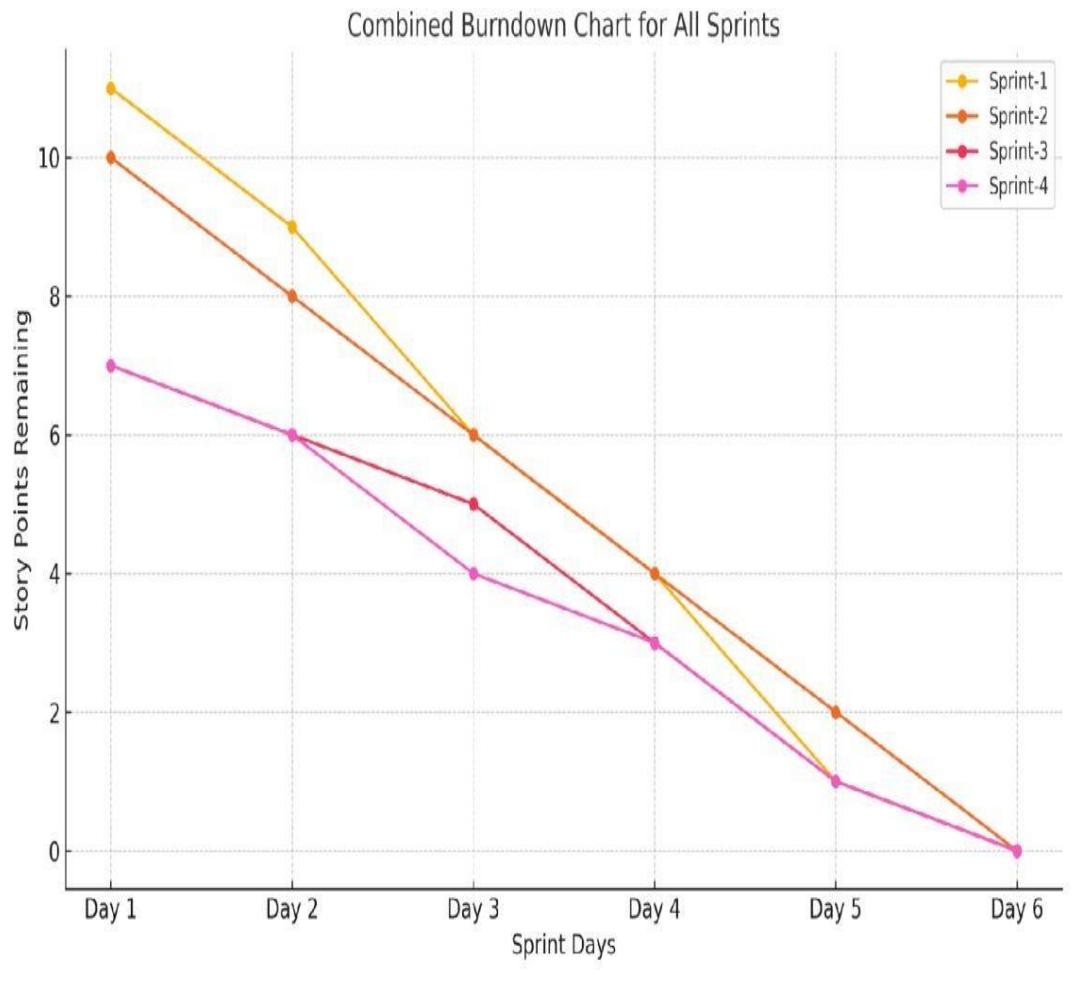
Total Points Completed:  $11 + 10 + 7 + 7 = 35$

Total Duration:  $4 + 4 + 4 + 4 = 16$  days

Average Velocity = Total Points Completed / Total Days =  $35 / 16 = 2.19$  points/day

### Burndown Chart Insight

- Initial Total Story Points: 35
  - Sprint-wise burn (Remaining Points):
    - After Sprint-1: 24
    - After Sprint-2: 14
    - After Sprint-3: 7 ◦
- After Sprint-4: 0



## 6. Functional and performance testing

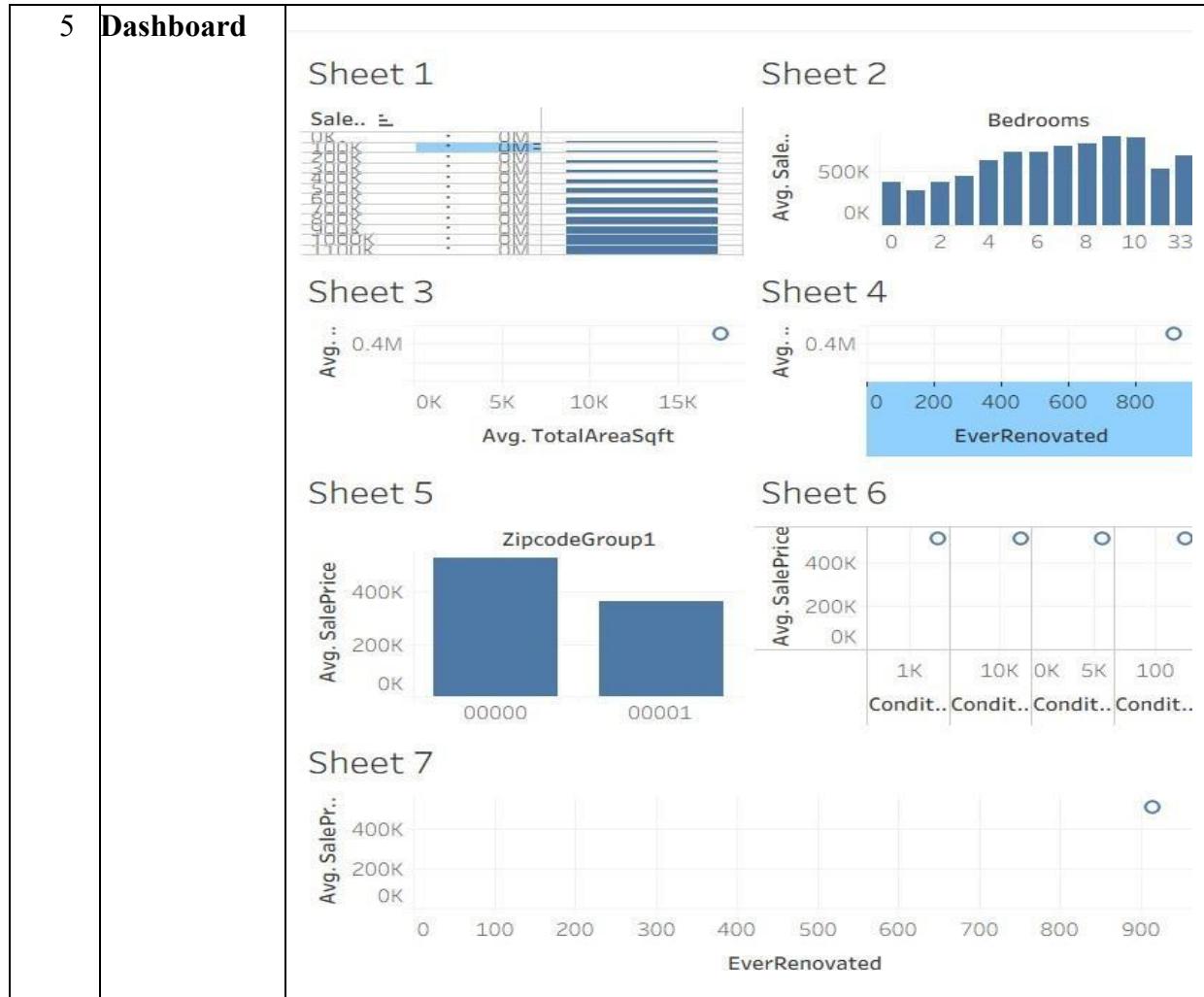
### 6.1 Performance Testing

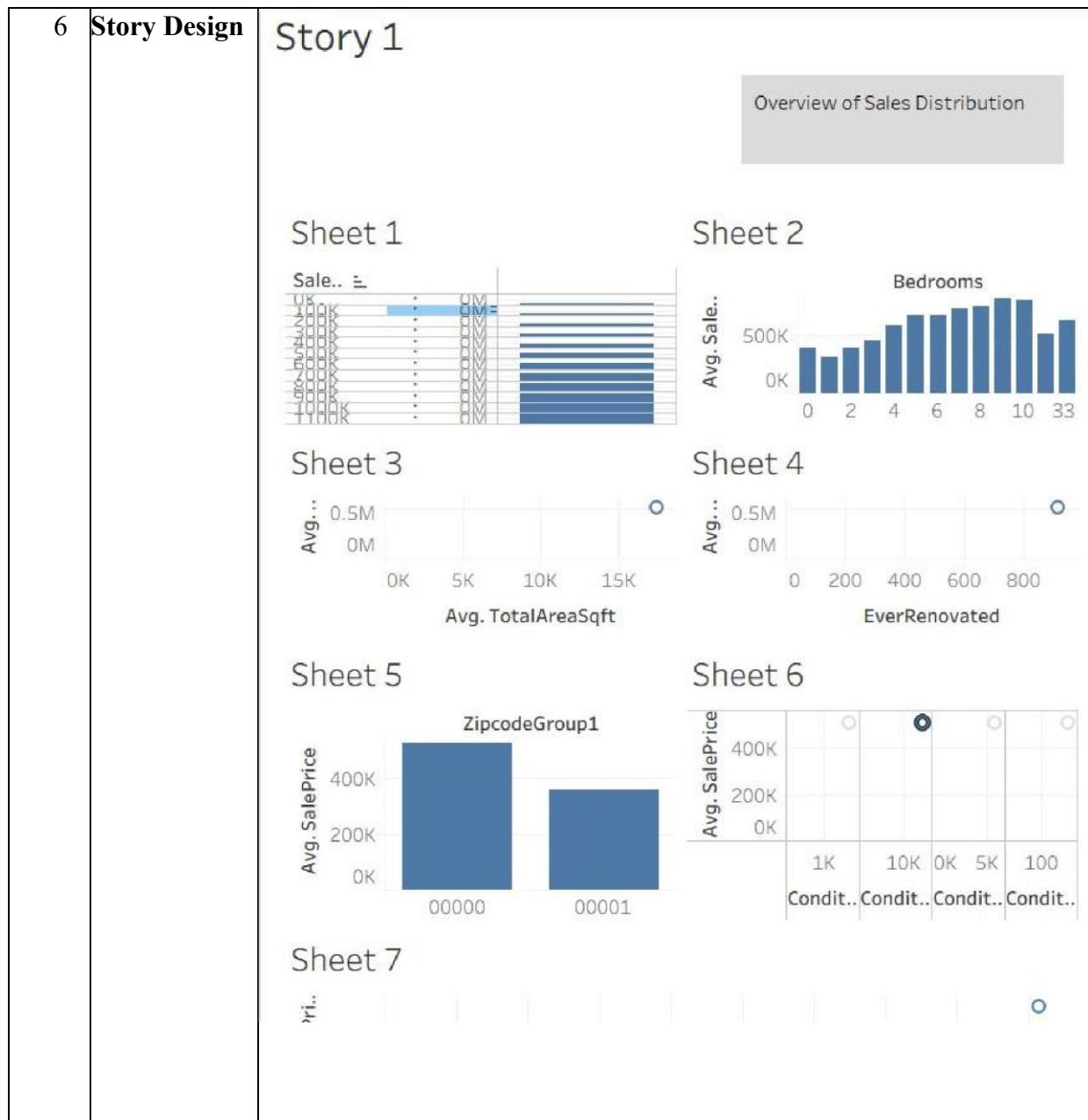
S.No	Parameter	Screenshot / Values
1.	<b>Data Rendered</b>	The dataset used contains housing sales data with fields such as Sale Price, Number of Bedrooms, Bathrooms, Flat Area, Lot Area, Basement Area, House Age, Condition, Renovation Status, Zipcode Group, and others. The data was provided in .csv format and includes derived and transformed columns suitable for advanced analytics and visualizations in Tableau.
2.	<b>Data Preprocessing</b>	Before importing the data into Tableau, preprocessing was done using Python (Pandas). The following steps were performed: <ul style="list-style-type: none"> <li>Removed null or missing values.</li> <li>Renamed columns for clarity (e.g., “No of Bedrooms” → “Bedrooms”).</li> <li>Created calculated fields like “TotalAreaSqft” (sum of flat, and basement areas).</li> <li>Generated dummy variables for house conditions and renovation status.</li> <li>Transformed categorical fields to improve Tableau usability.</li> </ul> The final cleaned dataset was stored and imported into Tableau for visualization.

lo

3.	<b>Utilization of Filters</b>	<p>Multiple filters were implemented in Tableau to improve interactivity and user exploration. These include:</p> <ul style="list-style-type: none"> <li>• Number of Bedrooms</li> <li>• Number of Bathrooms</li> <li>• House Condition</li> <li>• Renovation Status (Yes/No)</li> <li>• Zipcode Group</li> <li>• Sale Price Bins</li> </ul> <p>These filters allow users to drill down and compare trends across different property types and regions.</p>
4	<b>Calculated Fields Used</b>	<p>Several calculated fields were created in Tableau to enhance analysis and interactivity:</p> <ul style="list-style-type: none"> <li>• TotalAreaSqft → [FlatAreaSqft] + [LotAreaSqft] + [BasementAreaSqft]</li> <li>• SalePriceBin → Binning Sale Price into ₹100,000 intervals</li> <li>• Condition_Excellent, Condition_Good, etc. → Dummy fields (0/1)</li> <li>• Ever_Renovated_Yes → Dummy field to identify renovated home</li> <li>• AvgPrice → AVG([SalePrice]) for grouped insights</li> <li>• HouseAge → Difference between year built and sale date if available (or derived field if pre-calculated)</li> </ul> <p>These fields enable comparisons across pricing, condition, and space utilization.</p>

1)

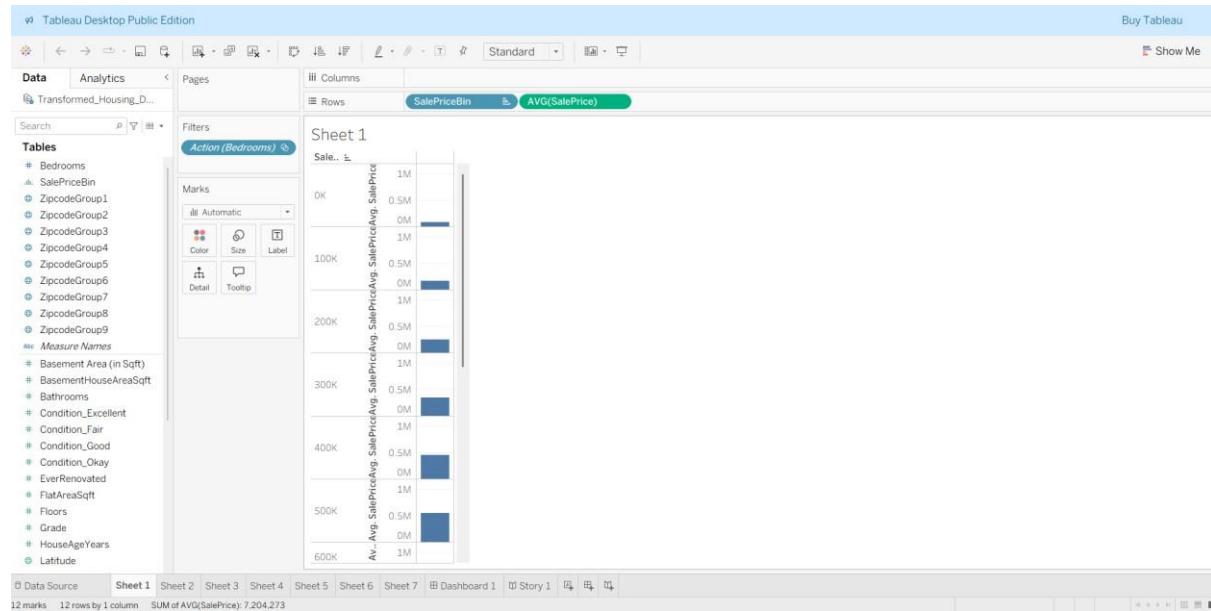




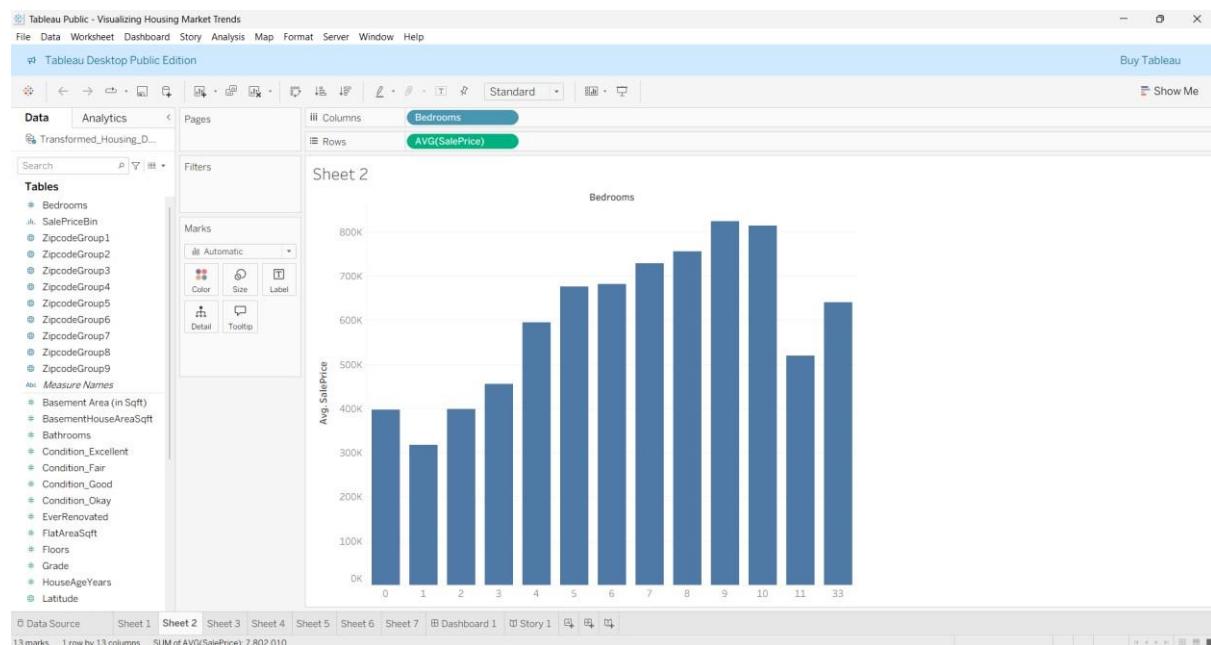
## 7. Results

### 7.1 Output Screenshots

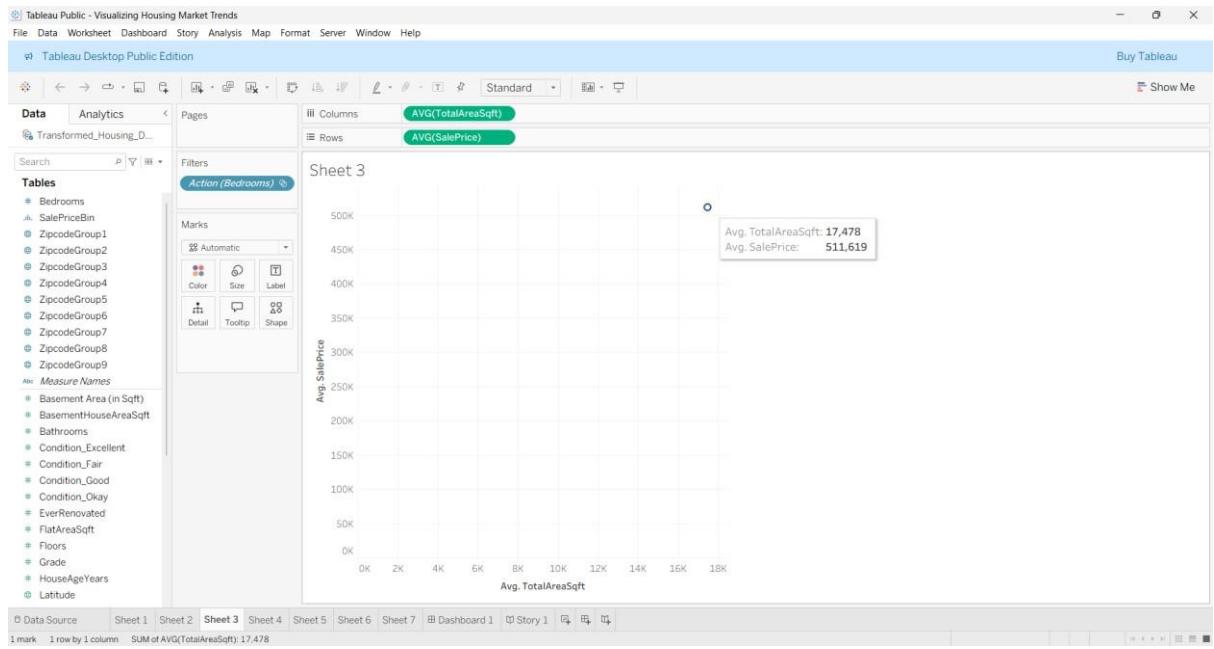
## Output of Sheet 1



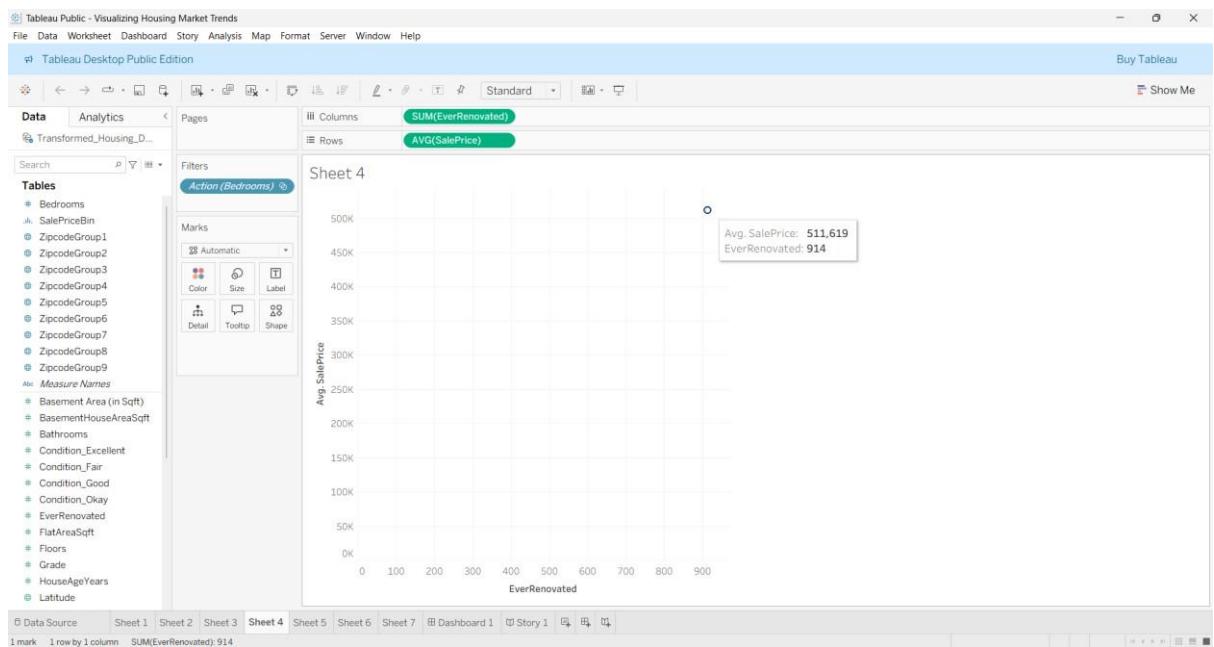
## Output of Sheet 2



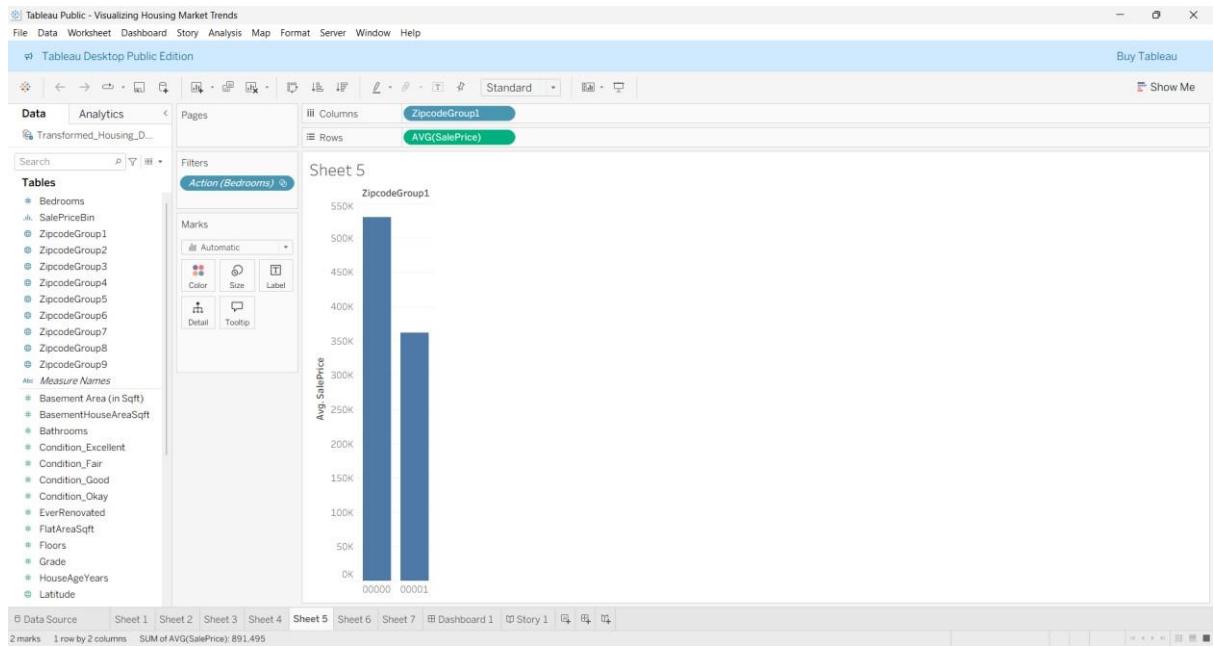
## Output of Sheet 3



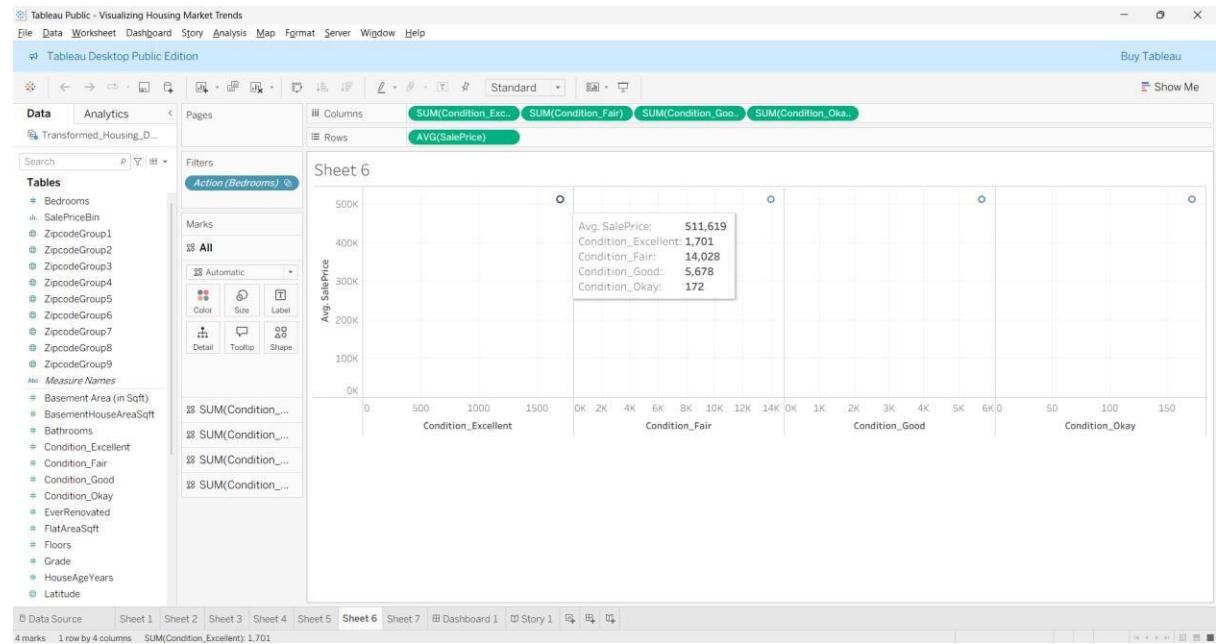
## Output of Sheet 4



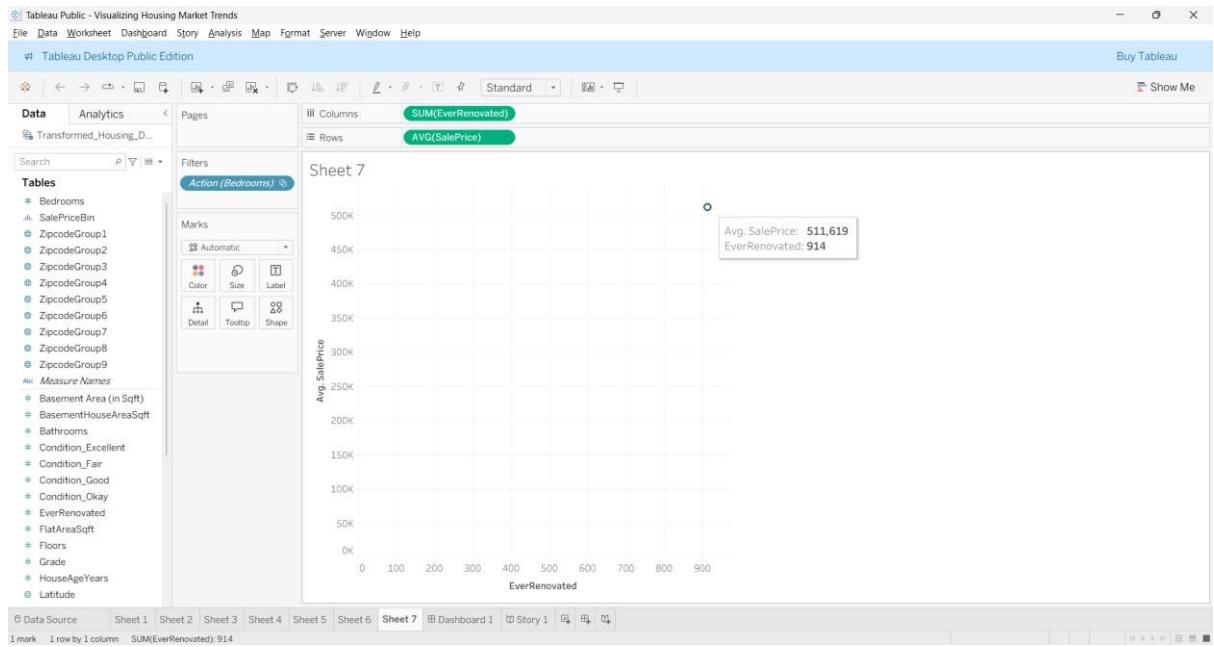
## Output of Sheet 5



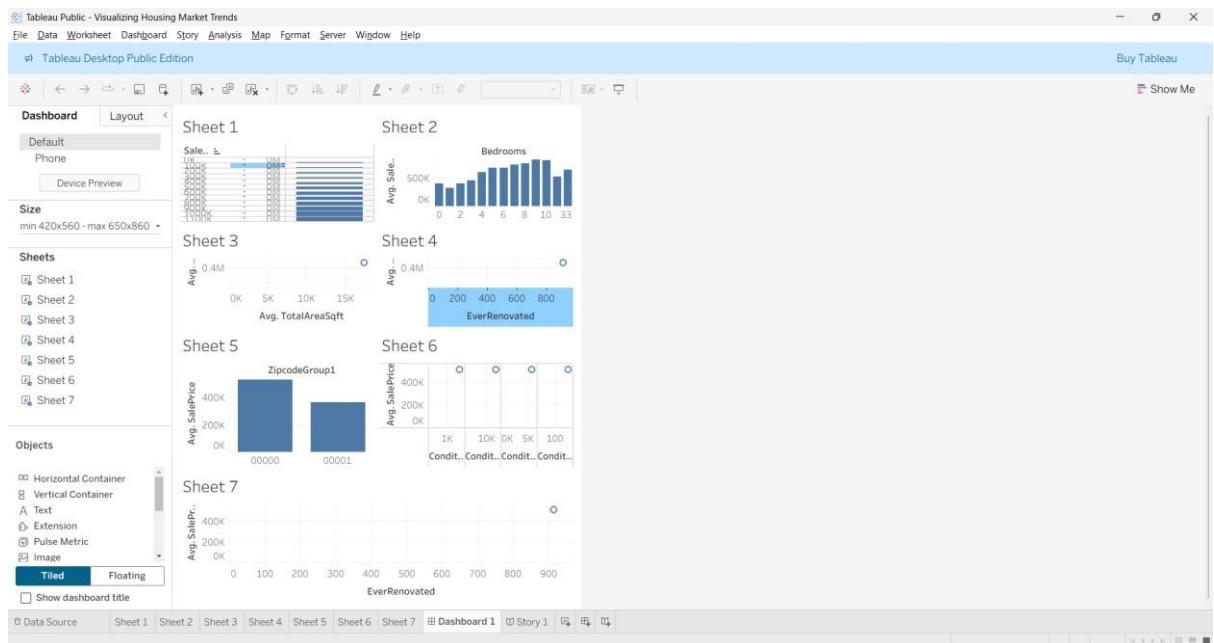
## Output of Sheet 6



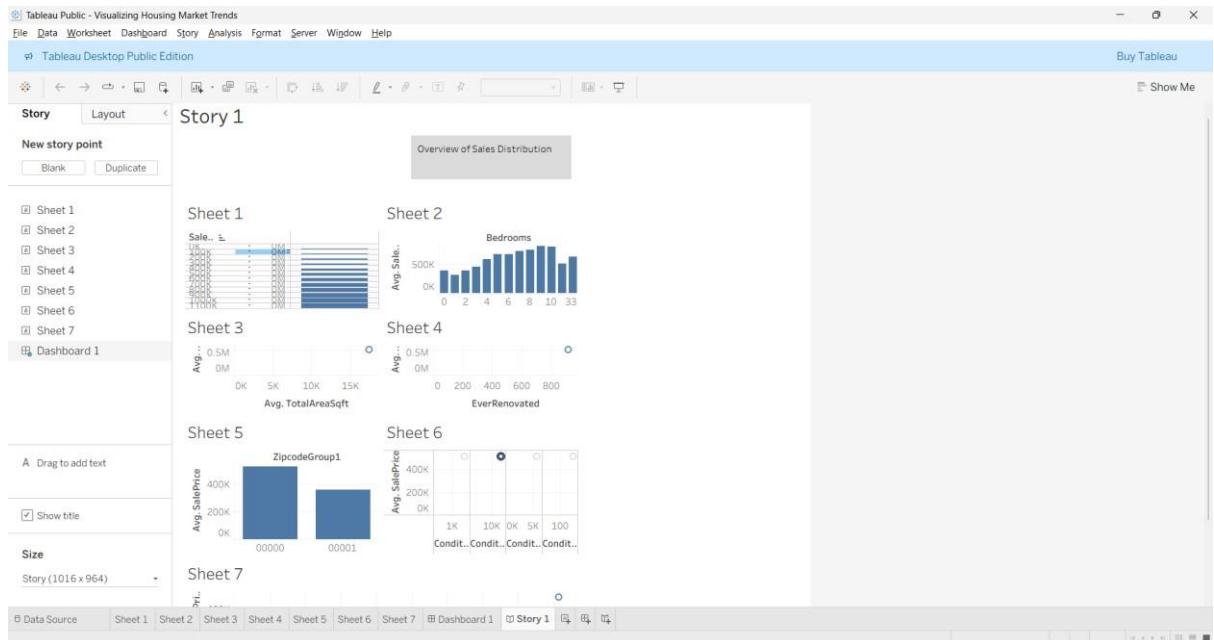
## Output of Sheet 7



## Output of Dashboard

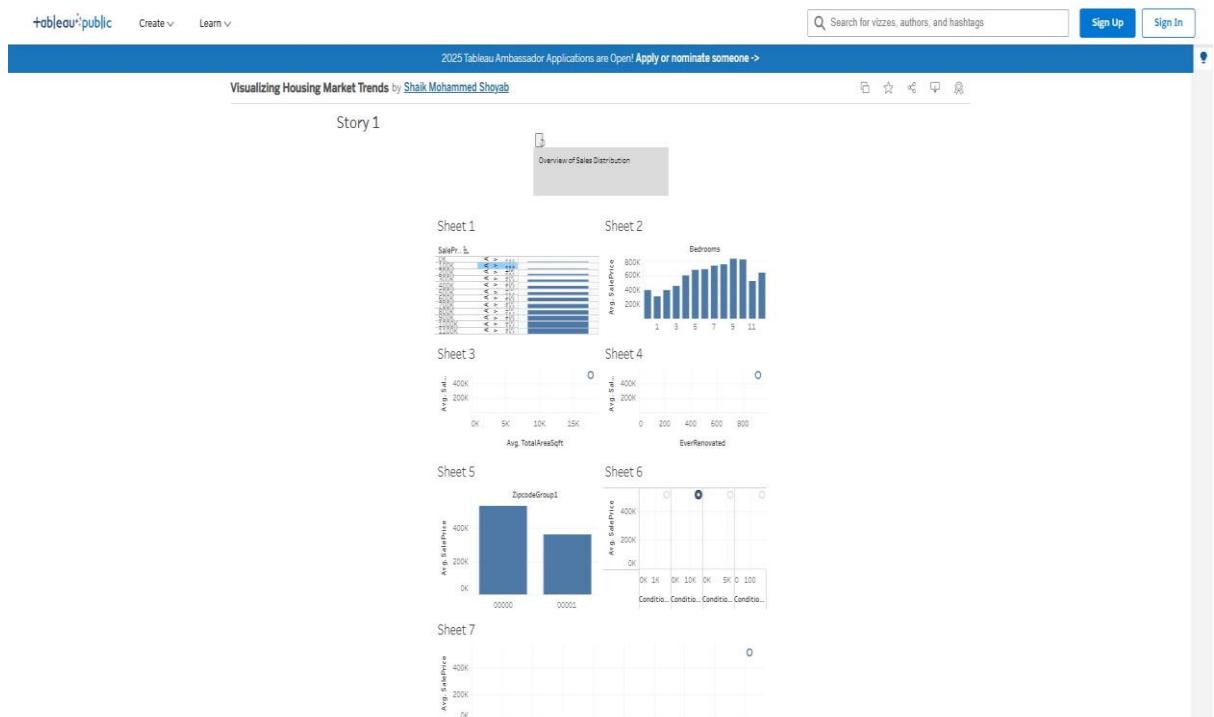


## Output of Story

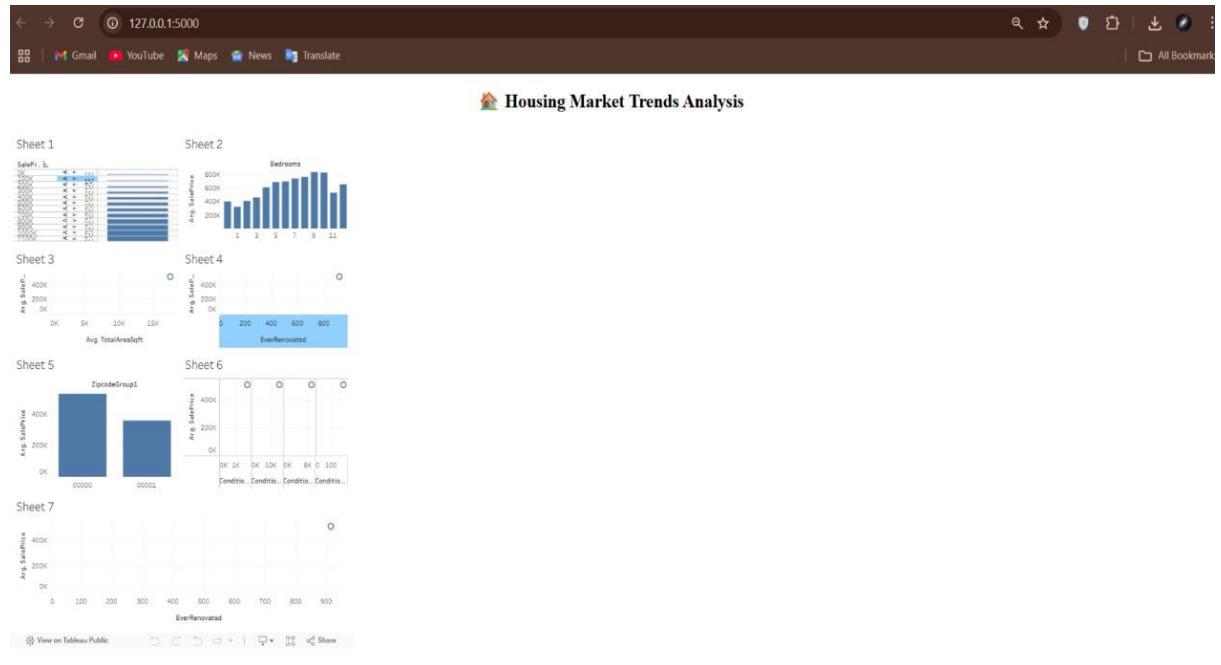


## Tableau public link

[https://public.tableau.com/views/VisualizingHousingMarketTrends\\_17508278225630/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/VisualizingHousingMarketTrends_17508278225630/Story1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)



## Output



## **8. Advantages & disadvantages**

### **Advantages:**

#### **1. Interactive Analysis:**

The Tableau dashboard allows users to explore data with filters (e.g., bedrooms, renovation status, price bins), enhancing understanding through dynamic interactions.

#### **2. Informed Decision-Making:**

Buyers, sellers, agents, and investors can make data-driven decisions by identifying which features (e.g., area, renovations, number of floors) impact property value.

#### **3. Data Storytelling:**

The Tableau Story feature presents insights in a sequential, digestible narrative—great for business reports or stakeholder presentations.

#### **4. Geographic Visualization:**

Zipcode grouping allows regional comparison of price trends and property types, revealing market opportunities and local disparities.

#### **5. Calculated Metrics & KPIs:**

Metrics like Average Sale Price and Total Area improve business clarity and enable fast comparisons across categories.

#### **6. Web Accessibility:**

Embedding the dashboard into a Flask web app increases accessibility—users can view it from any browser without needing Tableau Desktop.

#### **7. Modular & Scalable Design:**

The project structure supports additional data (e.g., rental prices, future years), making it expandable to other regions or market conditions.

#### **8. Minimal Coding Required:**

Most of the visualizations are created using Tableau's drag-and-drop interface—making it ideal for analysts without deep programming expertise.

**Disadvantages:****1. Static Dataset Limitation:**

The analysis depends on a preloaded CSV file; it doesn't support real-time updates unless integrated with live databases or APIs.

**2. Tool Dependency:**

The system relies on Tableau Public, which has limitations like no row-level security and requires dashboards to be public.

**3. Learning Curve for Tableau:**

While Tableau is user-friendly, new users may need time to understand calculated fields, filters, and advanced charting options.

**4. Limited Predictive Power:**

This is a descriptive and visual analytics project—it does not use machine learning or predictive modeling to forecast housing prices.

**5. Browser Compatibility:**

Older browsers or low-resolution screens may not render complex dashboards optimally, especially if not designed responsively.

**6. Manual Data Preprocessing:**

Initial data cleaning, renaming, and transformation were done manually using Python or within Tableau, which might be error-prone at scale.

## **9. Conclusion:**

The project "Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau" successfully demonstrates how complex real estate data can be transformed into meaningful, interactive visual insights. By leveraging Tableau's powerful visualization capabilities, we have made it easier for buyers, sellers, investors, and analysts to understand the key factors influencing house prices. Our dashboard enables quick comparisons based on features like number of bedrooms, renovations, house age, and geographic location. The integration with Flask provides a seamless web interface, enhancing accessibility and usability. Overall, this project bridges the gap between raw housing data and strategic real estate decision-making, allowing users to gain actionable insights with minimal technical expertise.

## **10. Future scope:**

### **1. Live Data Integration:**

Future versions can integrate live property listings or transaction data via APIs or real-time databases to provide up-to-date market insights.

### **2. Machine Learning Forecasting:**

Incorporating regression models or time-series forecasting can help predict future housing prices based on historical trends and features.

### **3. Rental Market Visualization:**

Extend the dashboard to include rental data analysis, enabling a broader comparison between buying vs. renting decisions.

#### **4. Mobile Optimization:**

Responsive design enhancements can be implemented to ensure the dashboard performs well across tablets and smartphones.

#### **5. Advanced User Access Control:**

By using Tableau Server or Tableau Online, dashboards can be secured with role-based access for different stakeholders.

#### **6. Location Intelligence Enhancements:**

Integration of geospatial data, satellite maps, or demographic overlays can improve locationbased insights (e.g., school zones, crime rates).

#### **7. Recommendation Engine:**

Develop a recommendation system to suggest optimal property types using user-input filters.

## **11. Appendix**

### **Source Code: index.html**

```
<!-- templates/index.html -->
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <title>Housing Market Dashboard</title>
</head>
<body>
  <h1 style="text-align: center;"> Housing Market Trends Analysis</h1>
  <div class='tableauPlaceholder' id='viz1750827980701' style='position: relative'>
    <noscript>
      <a href='#'>
        <img alt='Dashboard 1 '
```

```

src='https://public.tableau.com/static/images/Vi/VisualizingHousingMarketTrends_17508278225630/Dashboard1/1_rss.png' style='border: none' />
</a>
</noscript>
<object class='tableauViz' style='display:none;'>
<param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' />
<param name='embed_code_version' value='3' />
<param name='site_root' value="" />
<param name='name' value='VisualizingHousingMarketTrends_17508278225630&#47;Dashboard1' />
<param name='tabs' value='no' />
<param name='toolbar' value='yes' />
<param name='static_image' value='https://public.tableau.com/static/images/Vi/VisualizingHousingMarketTrends_17508278225630/Dashboard1/1.png' />
<param name='animate_transition' value='yes' />
<param name='display_static_image' value='yes' />
<param name='display_spinner' value='yes' />
<param name='display_overlay' value='yes' />
<param name='display_count' value='yes' />
<param name='language' value='en-US' />
<param name='filter' value='publish=yes' />
</object>
</div>
<script type='text/javascript'>
var divElement =
document.getElementById('viz1750827980701');      var vizElement =
divElement.getElementsByTagName('object')[0];      if
(divElement.offsetWidth > 800) {      vizElement.style.minWidth =
'420px';      vizElement.style.maxWidth = '650px';
vizElement.style.width = '100%';      vizElement.style.minHeight =
'587px';      vizElement.style.maxHeight = '887px';
vizElement.style.height = (divElement.offsetWidth * 0.75) + 'px';

```

```

} else if (divElement.offsetWidth > 500) {
    vizElement.style.minWidth = '420px';
    vizElement.style.maxWidth = '650px';
    vizElement.style.width = '100%';
    vizElement.style.minHeight = '587px';
    vizElement.style.maxHeight = '887px';
    vizElement.style.height = (divElement.offsetWidth * 0.75) + 'px';
} else {
    vizElement.style.width = '100%';
    vizElement.style.height = '1527px';
}
var scriptElement = document.createElement('script');
scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
</body>
</html>

```

## **app.py**

```
from flask import Flask, render_template
```

```
app = Flask(__name__)
```

```
@app.route('/')
def home():
    return render_template('index.html')
```

```
if __name__ == '__main__':
    app.run(debug=True)
```

## **Project Structure** housing\_dashboard/

```
|── app.py      # Flask server that renders the homepage  
└── templates/  
    └── index.html  # Web page embedding the Tableau dashboard
```

## **Dataset Link**

[https://docs.google.com/spreadsheets/d/1blBKrwunCQaiccy5sLP6mG4TsanJkO0C/edit?usp=drive\\_link&ouid=117818466889783119367&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1blBKrwunCQaiccy5sLP6mG4TsanJkO0C/edit?usp=drive_link&ouid=117818466889783119367&rtpof=true&sd=true)

## **Project Demo Video Link**

[https://drive.google.com/file/d/1JGCDvR1v3psEj5MYBe8YCGDNrLE6oKFX/view?usp=drive\\_link](https://drive.google.com/file/d/1JGCDvR1v3psEj5MYBe8YCGDNrLE6oKFX/view?usp=drive_link)

## **GitHub Repository Link**

<https://github.com/shoyab778/visualizing-housing-market-trends-an-analysis-of-sale-pricesand-features-using-tableau/tree/main>