

**Project Design Phase**  
**Proposed Solution Template**

Date	26 June 2025
Team ID	LTVIP2025TMID51601
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The housing market is influenced by multiple factors such as location, area, number of rooms, and other property features. However, buyers, sellers, and analysts often lack a clear, interactive way to understand how these features impact sale prices. Traditional data tables and static reports make it difficult to identify trends and make informed decisions.
2.	Idea / Solution description	This project involves building a <b>Tableau-based interactive dashboard</b> that visualizes <b>housing market trends</b> using historical sales data. Users can explore and analyse the relationship between various features (like lot area, number of rooms, neighbourhood, etc.) and property prices. The dashboard provides user-friendly visualizations including bar charts, scatter plots, and heatmaps to help uncover patterns and support decision-making.
3.	Novelty / Uniqueness	Unlike traditional property listings or static market reports, this solution provides a <b>dynamic and user-interactive experience</b> . It enables users to <b>filter and explore</b> data by feature, location, or price range, and view how these affect sale prices in real-time. This empowers both technical and non-technical users to draw valuable insights without needing to write code.
4.	Social Impact / Customer Satisfaction	The dashboard can assist <b>home buyers, real estate agents, and policy planners</b> by offering transparent, data-driven insights into housing markets. It promotes <b>market literacy</b> , helps identify fair pricing, and encourages smarter investment or purchase decisions — improving user satisfaction and reducing market uncertainty

5.	Business Model (Revenue Model)	This dashboard can be offered under a <b>freemium model</b> , where basic features are free to users and advanced analytics (e.g., forecast trends, comparison tools) are paid. It also has potential for partnerships with <b>real estate agencies</b> , online platforms (like 99acres, Magic Bricks), and government housing departments
6.	Scalability of the Solution	The solution is highly scalable and can be adapted to different cities, regions, or countries. It can also integrate with APIs for real-time market updates, and be extended to include <b>rental trends, property appreciation forecasts</b> , or even <b>AI-based recommendation systems</b> .