

Project Design Phase
Proposed Solution Template

Date	26 June 2025
Team ID	LTVIP2025TMID50072
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)	ABC Company lacks comprehensive insights into housing market dynamics, struggling to understand the correlation between property renovations, house age, features, and sales prices, leading to suboptimal pricing strategies and reduced market competitiveness.
2.	Idea / Solution description	A comprehensive Tableau-based analytics platform that visualizes housing data through interactive dashboards, showing total sales by renovation years, house age distribution by features, and renovation impact analysis to enable data-driven pricing and strategic decisions.
3.	Novelty / Uniqueness	First integrated solution combining renovation timeline analysis with multi-dimensional house feature visualization, providing real-time market insights through dynamic Tableau dashboards that correlate property age, renovation status, and structural features with actual sales performance.
4.	Social Impact / Customer Satisfaction	Enables fair and transparent property pricing for homebuyers, helps sellers understand their property's true market value, and provides real estate professionals with reliable data to offer honest market guidance, ultimately creating a more trustworthy housing market ecosystem.
5.	Business Model (Revenue Model)	Subscription-based SaaS model offering tiered access to analytics dashboards, with additional revenue from custom visualization consulting, real estate agency partnerships, and premium market intelligence reports for institutional clients and property developers.
6.	Scalability of the Solution	Cloud-based architecture allows seamless expansion across multiple geographic markets, and modular dashboard components that can be customized for different real estate segments from residential to commercial properties.

