Project Design Phase

Proposed Solution Template

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Real estate analysts and stakeholders at ABC Company face difficulty identifying how house features and renovations affect sale prices due to unstructured housing data and lack of visual analysis tools.
2	Idea / Solution Description	Develop an interactive Tableau dashboard using cleaned housing data (via Tableau Prep) that visually presents KPIs, renovation effects, and feature-wise age distribution, enabling fast and confident decision-making.
3	Novelty / Uniqueness	The solution uniquely integrates data cleaning and visualization in one flow using Tableau Prep and Tableau Public, replacing manual Excel-based processes with automated, real-time visual insights.
4	Social Impact / Customer Satisfaction	Improves the efficiency and accuracy of real estate decisions, reduces analysis time, enhances communication between teams, and ensures customers (analysts, managers, and executives) have access to meaningful insights instantly.
5	Business Model (Revenue Model)	Enables ABC Company to optimize property pricing and marketing strategies, leading to higher ROI and better targeting, while also positioning the dashboard as a reusable internal analytics product.

6	Scalability of the Solution	The dashboard design is scalable for future datasets or new real estate markets. Additional features, filters, or modules can be easily added as business needs grow.

Date	25 June 2025
Team ID	LTVIP2025TMID48742
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks