Final Project Report

1. INTRODUCTION

1.1 Project Overview
This project focuses on visualizing real estate housing data using Tableau. The primary goal is to enable users such as buyers, sellers, and analysts to gain insights from structured datasets using interactive and easy-to-understand visualizations.

1.2 Purpose
The purpose of the project is to simplify housing data analysis and support better decision-making using visual storytelling. The dashboard offers bar charts, scatter plots, histograms, and more to interpret housing trends.

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2. IDEATION PHASE

2.1 Problem Statement
Real estate customers often struggle with interpreting housing trends across regions due to lack of accessible data tools. This project addresses that gap by providing a visual dashboard built on actual housing data.
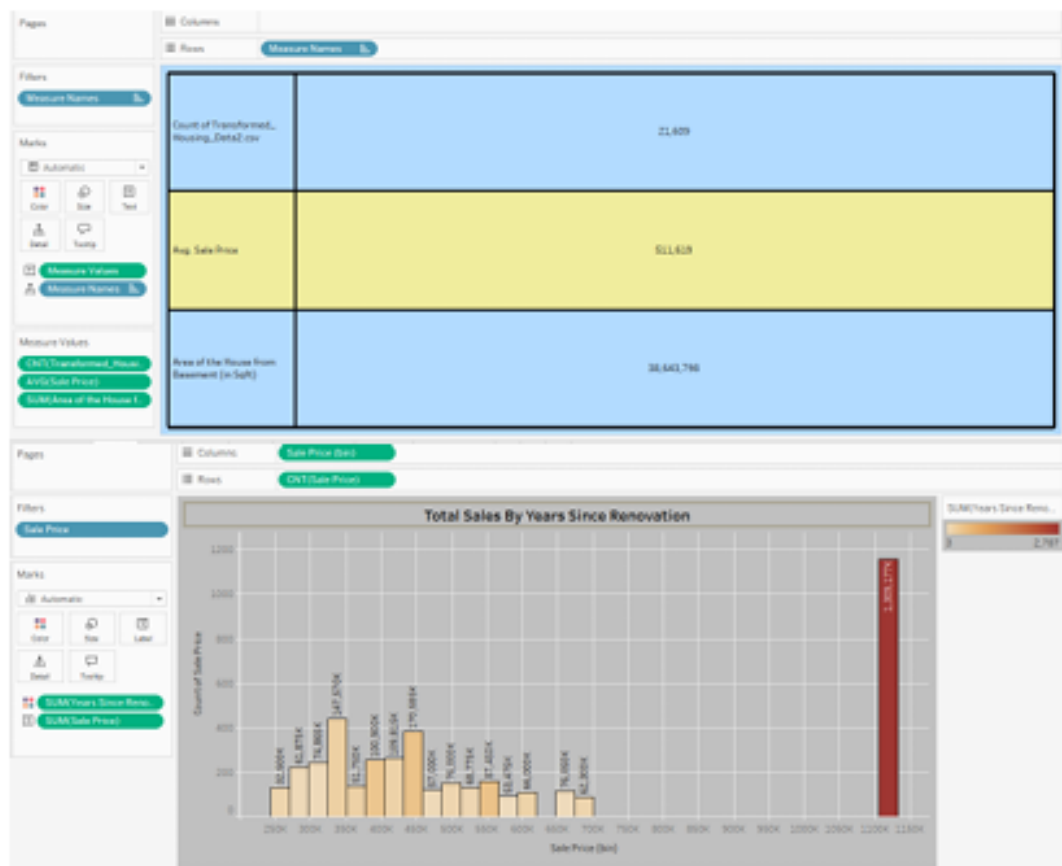
2.2 Empathy Map Canvas
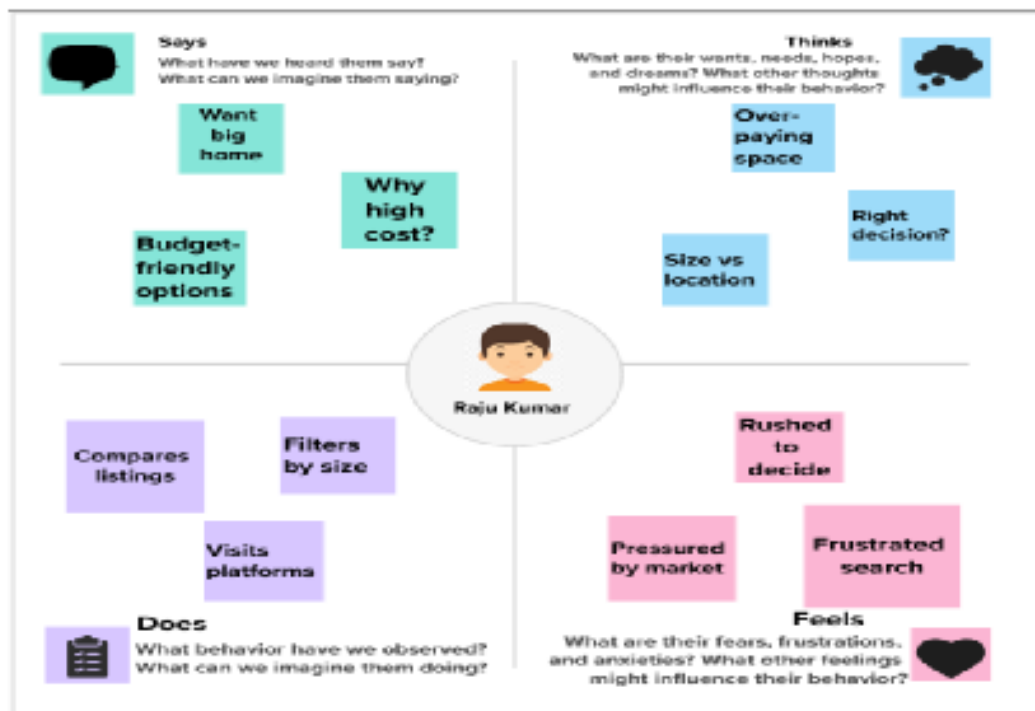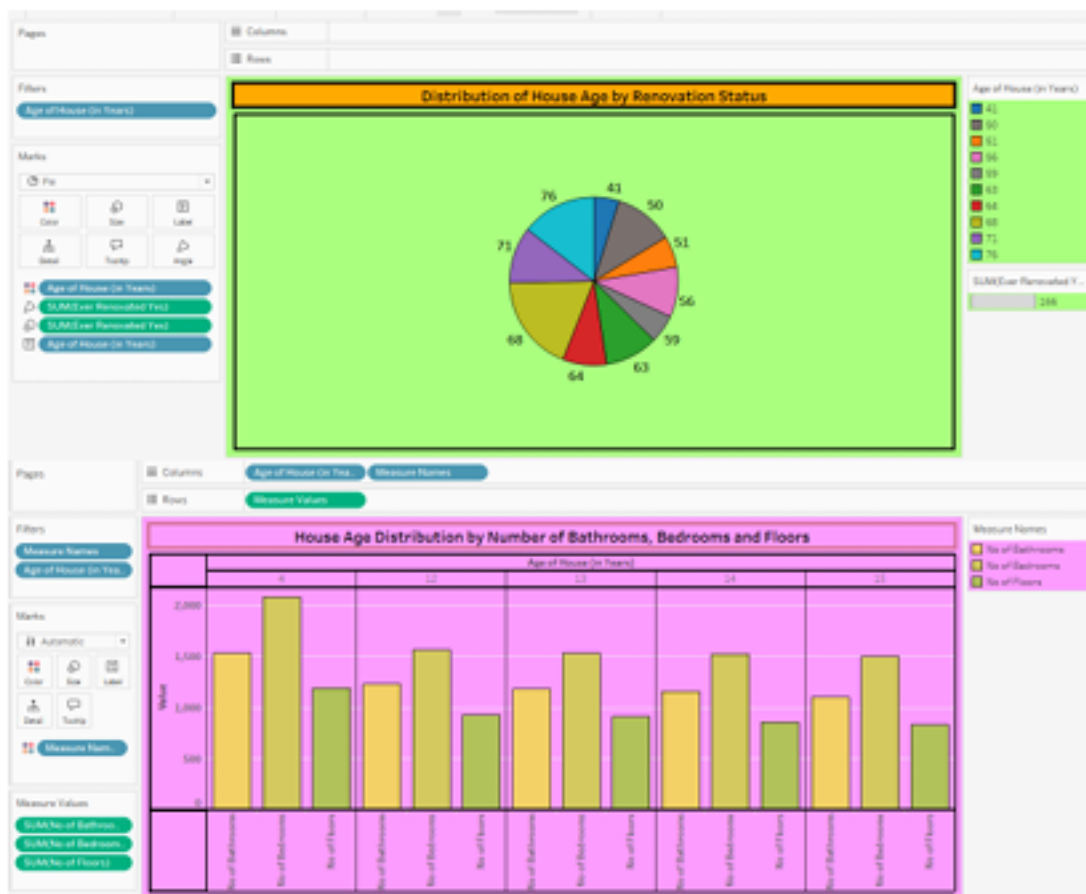
6.1 Performance Testing

Tested visualization load times and interactivity across different devices using Tableau Public.

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7. RESULTS

7.1 Output Screenshots

Screenshots of dashboard: average price chart, price distribution, area vs price scatter plot, etc.

8. ADVANTAGES & DISADVANTAGES

Advantages

- Easy visual interpretation
- Filter-based exploration
- Fast and interactive

Disadvantages

- Relies on static data unless updated
- Requires internet for Tableau Public

9. CONCLUSION

This project demonstrates how visual dashboards can make real estate analysis accessible to everyone. By leveraging Tableau, users can interact with the data, explore trends, and gain valuable insights.

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10. FUTURE SCOPE

Future versions may include dynamic data feeds, price prediction models using machine learning, and user-specific property recommendations based on preferences.

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11. APPENDIX

Source Code: *(if any)*
Dataset Link:
(https://drive.google.com/file/d/1GkWTTmxOeucXtLP8McuiOiM_Dr8cqR0l/view?usp=sharing)
GitHub & Project Demo Link: (https://github.com/saisuman-04/Visualizing-Housing-Market-Trends)