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Ideation Phase Report

Project Title:

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

1. Introduction

This project focuses on visualizing key housing market trends to aid ABC Company in understanding factors that influence house pricing and sales. The goal is to create interactive dashboards using Tableau that will help stakeholders make informed strategic decisions.

2. Problem Statement

ABC Company lacks visibility into how features like renovation, age, and size of houses influence market trends and sale prices. There is a need to transform raw housing data into meaningful insights.

3. Project Objective

To analyze and visualize comprehensive housing data to uncover patterns in sales trends, renovation impacts, and feature-based pricing, thereby helping the company improve its pricing and marketing strategies.

4. Stakeholders

- Real Estate Analysts
- Marketing Teams
- Company Executive

5. Scope of the Project

- Data transformation and cleaning
- Visualize renovation effects on pricing
- Analyze house age vs. features (bathrooms, bedrooms, floors)
- Present interactive dashboards

6. Brainstormed Ideas

- Histogram: Total sales by years since renovation
- Pie chart: Distribution of house age by renovation status
- Grouped bar chart: Age by number of bathrooms, bedrooms, floors
- KPI cards for total houses, average price, and total basement area

7. Feasibility Analysis

- Tools: Tableau Public, Excel
- Skills: Data visualization, basic data wrangling
- Timeframe: 1–2 weeks
- Dataset: Available and well-structured

8. Conclusion

The ideation phase confirms that the project is relevant, feasible, and aligned with ABC Company's strategic needs. The dashboard insights will aid decision-makers across departments.