# smartbridge - Internship Project

## Evaluation & Conclusion Phase Report

### 1. Introduction

This report concludes the internship project titled “Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau.” The project aimed to analyze transformed housing data and uncover actionable insights through interactive Tableau dashboards for ABC Company stakeholders such as real estate analysts, marketing teams, and decision-makers.

### 2. Dashboard Evaluation

The Tableau dashboards were evaluated using the following criteria:

|  |  |
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| Criterion | Evaluation |
| Functionality | All charts display correct data and respond to user interactions. |
| Clarity | The visuals are simple, clean, and communicate the message effectively. |
| Interactivity | Filters and dashboards offer user-driven insights and exploration. |
| Relevance | All visualizations are mapped to specific business use-cases and questions. |
| Performance | Dashboards load quickly and work seamlessly without lag. |

### 3. Stakeholder Feedback

Mentors and business users found the dashboard easy to navigate and informative. They appreciated the grouped bar charts for house features and requested further filtering options and geospatial maps in future phases for deeper locality-based insights.

### 4. Key Insights from the Dashboard

• Renovated homes sold within the last 10 years generally command higher prices.  
  
• The majority of properties have not been recently renovated, showing a potential investment area.  
  
• Newer homes tend to have more modern features like extra bathrooms and multiple floors.  
  
• KPI metrics clearly illustrate overall sales value and inventory scale.

### 5. Challenges Faced

• Absence of a unique ID field made it harder to count individual house entries.  
  
• Some data cleaning and derived fields (e.g., house age, renovation bins) were required.  
  
• Balancing clarity with detail in grouped charts was challenging.

### 6. Learnings

• Hands-on experience with Tableau’s data visualization and dashboard design tools.  
  
• Understanding business insights through data transformation.  
  
• Using calculated fields and filters to enable dynamic dashboards.

### 7. Conclusion

This project successfully transformed static housing data into dynamic Tableau dashboards. These dashboards deliver visual stories on renovation trends, house features, and pricing metrics. ABC Company can use these insights to optimize their pricing strategies and plan property renovations or sales campaigns accordingly. The solution is scalable and can incorporate more data dimensions in future phases.