**PROJECT DATA VISUALIZATION USING TABLEAU**

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**Project**

"*Today many big organizations are sitting on large chunks of data, not knowing what to do with it. They invite consultants & business analysts to have a look at data and come up with insights that could help the organization run their business better. There is no clear set of instructions in such open-ended problems and it is expected of the consultant to do a lot of exploration first and formulate the problems themselves. This DVT project falls into the bucket of such open-ended problems and a specific problem statement has not been given intentionally. It is expected of students to explore the data and come up with good insights. There is no right and wrong answer here. There should a clear logical story which should come out of their submission."*

**Project Objective:-**

This project requires preparing Data Visualization Story and finding the insights of the Boston Condo dataset.

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| **Dataset Overview:-**   |  |  | | --- | --- | | Name | Description | | Sales\_ID | Serial No of transaction | | Sale Price | Price at which the house was sold for (USD) | | Property\_ID | Address | | Street Number | Street number | | Street Name | Street name | | Unit | The unit number of the house (Taken from the address) | | Area | Area / Locality | | First Price | Upper limit of price range put up by the seller (USD) | | Last Price | Lower limit of price range put up by the seller (USD) | | First Date | Date at which the condo first became available for sale | | Close Date | Date at which the condo was sold | | Interior(Sq Ft) | Sq Feet of condo (Total) | | # of Bed | No of bed rooms | | # of Bath | No of bathrooms | | # of Rooms | Total number of rooms | | Condo Fee | The fee associated for maintenance, public common property etc. | | Tax | Property tax (USD) | | RC | This is a Boolean value. RC -0 allows home owners to strictly use the condo for residential purposes only RC - 1 allows home owners to use the property as residential as well as Small commercial establishments (Like having a boutique, florist, Boulanger/Bakery in their home) | | | |
|  |  | |
| <URL:-> | |  | |

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| https://public.tableau.com/app/profile/shweta.tripathi2394/viz/TableauprojectforBostonCondoDataset/Story1?publish=yes |

Conclusion:-

1) Sale is always decreasing from Q3 to Q4, thus some discount should be given in Q4 to increase the sale.

2) Marketing analysis should be done in low selling streets to identify the reason of low sale and accordingly some offers should be given to increase the sales

3) Video marketing and social platforms should be used for selling the properties to reduce the gap between First, last and Sale Price

4) Referrals can be given some extra benefits which can be used for increasing more sales.

5) Retailers should more focus on 2 beds, 2 baths and 5 rooms’ area with area around 500-1500 square feet because it is in high demand.