1. Customer Journey Map

This map represents how to Analyze housing sale price trends and property features using interactive Tableau dashboards to support investment or planning decisions.

Stage	Need	Action	Touchpoint	Pain point	Opportunity
Discover	Understand the importance of visualizing real estate trends	Searches Google, reads blogs or market reports	Google Search, Tableau Blog, LinkedIn, YouTube tutorials	Too much scattered data; unsure where to start	Create awareness via blog series, webinars, or LinkedIn posts
Explore	Identify tools, data sources, and examples for visualization	Compares Tableau with Excel, Power BI, etc.	Tableau trial version, real estate forums, data portals	Unsure how Tableau handles real estate data	Offer real estate-specific templates or Tableau sample workbooks
Engage	Collect and clean data; begin designing dashboards	Downloads data, preps it using Tableau Prep or Excel	Tableau Desktop, Tableau Prep, Zillow/Redfin/MLS data	Dirty or inconsistent data; dashboard logic confusion	Provide step-by-step guides and training content
Decide	Finalize and share insights; take investment or reporting action	Builds final dashboard, presents to stakeholders	Tableau Server, Tableau Public, Email, PDF export	Stakeholders struggle to interpret complex visuals	Embed story points, tooltips, filters, and user guides