

**Project Design Phase**  
**Proposed Solution Template**

Date	25 june 2025
Team ID	PNT2025TMID08397
Project Name	Visualizing Housing Market Trends Using Tableau for ABC Company
Maximum Marks	2Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	ABC Company is facing challenges in understanding the factors that influence housing prices and sales trends. Without a clear view of how attributes such as house age, renovations, and structural features affect pricing and buyer behavior, it's difficult to make data-driven strategic decisions in pricing and marketing.
2.	Idea / Solution description	We propose using Tableau to develop an interactive dashboard that visualizes key housing data insights such as overall sales summary, sales by years since renovation, house age by renovation status, and age distribution across features like bathrooms, bedrooms, and floors. This will help stakeholders make informed decisions, improve pricing strategies, and assess the impact of renovations effectively.
3.	Novelty / Uniqueness	The use of Tableau for this housing market analysis brings a fresh, visual-first approach to real estate data interpretation. Unlike traditional reports, this solution provides real-time interactive dashboards, allowing teams to explore relationships between features and pricing intuitively.
4.	Social Impact / Customer Satisfaction	By better understanding buyer preferences and market dynamics, the company can make informed decisions that result in fair pricing, better home offerings, and ultimately, higher customer satisfaction. Moreover, such insights can promote renovation-led sustainability, improving housing quality.
5.	Business Model (Revenue Model)	While the Tableau solution itself is internal, its business value lies in optimizing pricing strategies, reducing inventory turnover time, and guiding renovation investments – all of which can increase overall profitability and market competitiveness.
6.	Scalability of the Solution	The solution is highly scalable – it can be extended to include more datasets (e.g., location, construction materials, energy efficiency). Tableau supports live data connections, enabling future integration with real-time sales or CRM systems.