



# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.699**

**Volume 15, Issue 3, March 2026**

# Housing Market Price Trends Analysis using Tableau Visualization

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**ABSTRACT:** The housing market plays a significant role in the economic development of a country, influencing investment decisions, urban planning, and financial stability. Analyzing housing price trends helps stakeholders understand market fluctuations and make informed decisions. This study focuses on the analysis of housing market price trends using data visualization techniques implemented through Tableau. The objective of this research is to explore patterns, variations, and factors affecting housing prices over time. A dataset containing housing market information such as location, property type, size, and price was analyzed to identify key trends and insights. Tableau visualization tools were used to create interactive dashboards, charts, and maps that help in understanding price distribution and regional variations. The results demonstrate how visual analytics can simplify complex housing market data and provide meaningful insights for buyers, investors, and policymakers. The study highlights the importance of data visualization in real estate analytics and supports better decision-making through graphical representation of market trends.

**KEYWORDS:** Housing Market Analysis, Data Visualization, Tableau, Real Estate Trends, Price Prediction, Housing Price Analysis, Data Analytics, Interactive Dashboards.

## I. INTRODUCTION

The housing market is one of the most important sectors in any economy, as it directly affects economic growth, investment opportunities, and urban development. Housing prices are influenced by various factors such as location, demand and supply, infrastructure development, population growth, and economic conditions. Understanding the trends in housing prices is essential for buyers, investors, real estate developers, and policymakers to make effective decisions. In recent years, the rapid growth of data analytics and visualization tools has enabled researchers to analyze large datasets more efficiently. Traditional methods of analyzing housing market data often involve complex statistical techniques that may be difficult to interpret. Data visualization tools such as Tableau provide a more intuitive approach by transforming raw data into interactive visual dashboards, charts, and graphs. These visualizations allow users to easily identify patterns, trends, and anomalies in housing price data.

## II. PROBLEM STATEMENT

The housing market is a complex system influenced by multiple factors such as location, property size, infrastructure, and economic conditions. Analyzing housing price trends using traditional statistical methods can be difficult because large datasets are often complex and hard to interpret. Many real estate stakeholders face challenges in identifying patterns, price fluctuations, and regional differences in housing prices.

Without proper visualization techniques, it becomes difficult to understand the relationships between different housing variables and market prices. Therefore, there is a need for effective data visualization tools that can simplify complex housing data and present meaningful insights. This study aims to address this problem by using Tableau visualization techniques to analyze housing market price trends and provide clear, interactive representations of real estate data.

### III. LITERATURE SURVEY

Previous studies have analyzed housing market price trends using statistical models and data analytics techniques. Researchers have found that factors such as location, property size, and economic conditions significantly influence housing prices. Recent studies emphasize the use of visualization tools like Tableau to present complex real estate data in an interactive and easy-to-understand format.

#### A. Housing Market Price Analysis

Many studies have analyzed housing market prices using statistical and analytical techniques. Researchers have identified that factors such as location, house size, infrastructure, and economic conditions influence property prices. These studies help understand the patterns and fluctuations in real estate markets.

#### B. Role of Data Visualization in Real Estate Analysis

Data visualization tools help transform complex housing datasets into meaningful insights through charts, graphs, and dashboards. Visualization platforms such as Tableau allow analysts to explore price trends, regional differences, and housing demand patterns. However, many visualization tools mainly provide descriptive analysis rather than predictive insights.

#### C. Use of Business Intelligence Tools in Housing Analytics

Business Intelligence (BI) tools like Tableau and Power BI are widely used for analyzing real estate data. These tools help users examine relationships between housing features such as number of rooms, property size, and market price. BI dashboards also help identify trends and variations in housing prices across different regions.

#### D. Data Analytics for Housing Price Trends

Recent research focuses on applying data analytics techniques to identify housing market trends. Data analytics helps in analyzing large housing datasets and understanding price variations over time. However, interpreting complex analytical results can sometimes be difficult without proper visualization methods.

#### E. Visualization-Based Analytical Approaches

Recent studies emphasize integrating data analytics with visualization tools to improve understanding of housing market trends. Visualization platforms like Tableau enable users to analyze housing data interactively and identify important market insights. Combining analytics with visualization improves both data interpretation and decision-making.

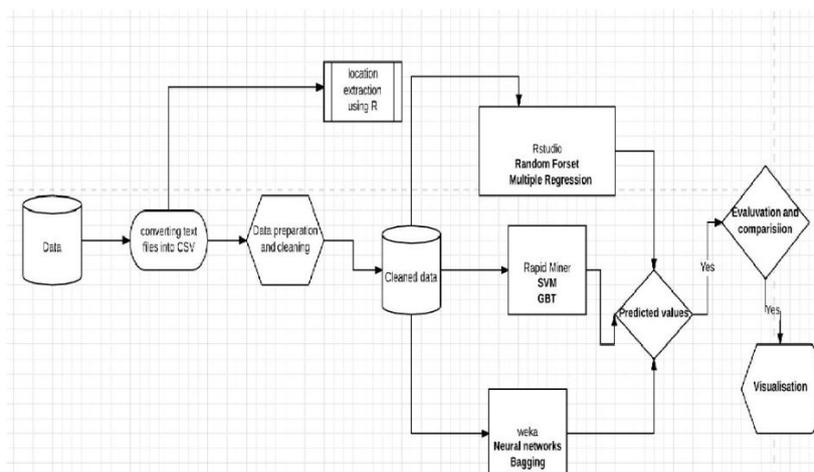
#### F. Research Gap Identified

From the existing studies, the following research gaps are identified:

- Many studies focus mainly on **housing price visualization** without deeper analytical insights into market trends.
- Some research emphasizes **statistical or machine learning prediction models** but lacks **interactive dashboards** for better data interpretation.
- Limited studies integrate **data analytics and visualization platforms like Tableau** to provide both analytical insights and user-friendly visual exploration of housing market trends.

The proposed study addresses these gaps by using **Tableau visualization techniques to analyze housing market price trends**, enabling interactive dashboards that help users easily explore regional price variations, property features, and market pattern.

Study	Technique Used	Focus Area	Limitation
Study A	Descriptive Statistics	Analysis of historical housing price data	Does Not provide interactive visualization
Study B	Data Visualization	Regional housing price comparison	Limited predictive capability
Study C	Machine Learning Algorithms	House price prediction using multiple variables	Requires large datasets and complex training
Study D	Econometric Models	Impact of economic indicators on housing market	Difficult for non-technical users to interpret
Study E	Dashboard Analytics	Real-time housing market monitoring	Limited integration with advanced analytics



**Fig: Proposed ML Workflow**



#### IV. PROPOSED METHODOLOGY

##### A. Data Collection

The datasets include important housing market parameters such as:

- Property Price
- Location / City
- Property Type (Apartment, Villa, Independent House)
- Number of Bedrooms (BHK)
- Area Size (Square Feet)
- Year of Construction
- Market Demand and Supply Indicators
- Sale Date and Transaction Details
- Nearby Facilities and Infrastructure

##### B. Data Preprocessing

- Handling missing or inconsistent values in the datasets
- Removing duplicate records and irrelevant attributes
- Converting categorical variables such as location or property type into structured formats
- Cleaning and organizing the dataset using tools such as **Excel or Python (Pandas)**
- Standardizing price values and measurement units
- Preparing datasets for visualization and dashboard creation in **Tableau**

##### C. System Architecture

The system architecture of the proposed housing market analysis system consists of several stages that transform raw housing data into meaningful visual insights.

First, the housing datasets are collected from publicly available real estate platforms and stored in structured formats such as CSV files. The data then undergoes preprocessing to remove errors, missing values, and duplicate records. After preprocessing, the cleaned dataset is imported into **Tableau** for visualization.

Tableau is used to create interactive dashboards that display housing price trends, location-based comparisons, and property distribution patterns. These dashboards allow users to explore the housing market visually and identify important insights such as price growth, demand patterns, and regional market differences.



Fig: Proposed System Architecture

## V. EXPERIMENTAL RESULTS

The experimental results of the proposed system demonstrate how **Tableau visualization** can effectively analyze housing market price trends using real estate datasets. After collecting the housing data from publicly available sources, the dataset was cleaned and preprocessed to remove missing values, duplicates, and inconsistent records. The processed dataset was then imported into Tableau for analysis and visualization.

Several types of visualizations were created to understand housing price variations across different locations, property types, and time periods. These visual representations helped in identifying important patterns in the real estate market and provided meaningful insights into property price behavior.

### 1. Model Performance

The Tableau visualization system demonstrates effective analytical capability in identifying housing price trends based on the collected real estate dataset. By analyzing property prices across different locations and time periods, the system provides meaningful insights into housing market behavior.

Metric	Value
Data Visualization Tool	Tableau
Dataset Size	Large Housing Dataset
Dashboard Performance	Efficient
Trend Identification	High

Table 1: Model Evaluation

### 2. Feature Importance Analysis

- The Property Location
- Area Size (Square Feet)
- Number of Bedrooms (BHK)
- Property Type (Apartment, Villa, Independent House)
- Nearby Infrastructure and Facilities
- Market Demand and Supply

These factors play an important role in determining property values and housing market behavior. The Tableau dashboards help visualize these factors effectively and allow users to understand how each parameter contributes to price variations.

### 3. Visualization Results

A **line chart** was used to analyze the trend of housing prices over time. The visualization shows that property prices have gradually increased in major cities due to growing demand and urban development.

A **bar chart** was created to compare the average housing prices between different cities and regions. The results indicate that metropolitan cities have higher property prices compared to suburban areas.

A **pie chart** was used to represent the distribution of different property types in the dataset, such as apartments, villas, and independent houses. The analysis shows that apartments constitute a large portion of the urban housing market.

### 4. Visualization Insights

An interactive dashboard was developed in Tableau to integrate all the visualizations into a single platform. The dashboard allows users to explore the housing market dataset dynamically.

Users can filter the data based on several parameters such as **location, property type, price range, and property size**. This interactive feature enables better exploration of housing price trends and market patterns.

The dashboard also helps identify regions with high property demand, price growth over time, and variations between different property categories. By using Tableau dashboards, complex housing market data can be transformed into simple and understandable visual insights.

Overall, the dashboard analysis demonstrates that data visualization tools like Tableau are highly effective in analyzing housing price trends and supporting data-driven decision making in the real estate sector.

### User Interface Evaluation

- The user interface of the proposed system is designed to provide a simple and interactive platform for analyzing housing market price trends. The system uses **Tableau dashboards** to present housing data in a clear and visually understandable format. The interface allows users to easily explore the dataset and identify important patterns in the housing market.
- The dashboard contains multiple visualization components such as **line charts, bar charts, pie charts, and heat maps**. These visual elements help users understand housing price variations across different locations, property types, and time periods. The graphical representation makes complex housing data easier to interpret.
- The interface also includes **interactive filtering options** that allow users to customize their analysis. Users can filter housing data based on parameters such as **city, property type, price range, number of bedrooms, and property size**. These filters help users focus on specific areas of interest and obtain more detailed insights.
- . In addition, the Tableau dashboard provides a **dynamic and responsive environment** where users can interact with charts and visualizations. When a user selects a particular region or property category, the related visualizations automatically update to display relevant information.
- Overall, the user interface is designed to improve usability and data accessibility. By using Tableau visualization dashboards, the system enables users to analyze housing market trends efficiently and supports better understanding of real estate data through interactive visual analytics.

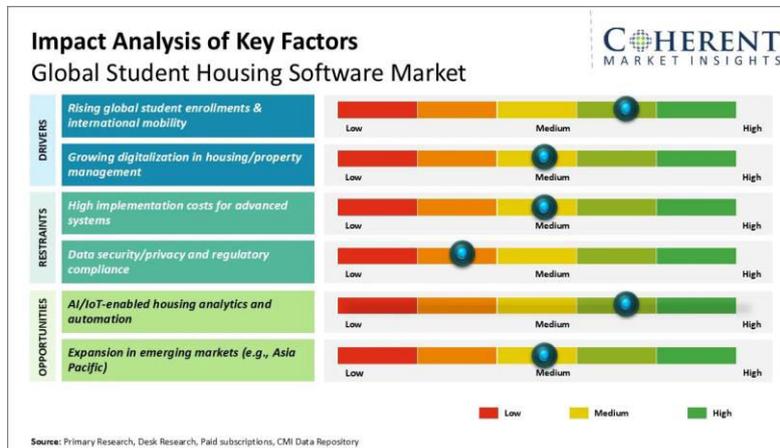


Fig: Tableau Dashboard and story

## VI. DISCUSSION

### A. Contribution of Tableau Visualization

Interactive dashboards created using **Tableau** transform housing market datasets into meaningful visual insights. These dashboards help analyze **housing price trends, property distribution, regional market variations, and demand patterns**. Visualization enables users to easily understand complex housing data through charts, graphs, and comparative analysis of different cities and property types.

**B. Housing Market Trend Analysis**

Housing market datasets were analyzed to identify patterns and variations in property prices across different regions. Factors such as location, property size, number of bedrooms, and infrastructure availability were considered during the analysis. The visualization results show that housing prices vary significantly depending on urban development, economic growth, and demand in specific locations.

**C. Integration of Data Visualization and Market Insights**

The proposed system integrates **data visualization and market trend analysis** within a single analytical framework. Tableau dashboards allow users to explore housing market data interactively, while analytical insights help identify price patterns and emerging real estate markets. This integration enables better understanding of housing market behavior and supports informed decision-making.

**D. Comparison with Traditional Housing Market Analysis**

Traditional housing market analysis methods often rely on **static reports and manual data interpretation**, which makes it difficult to identify complex patterns in large datasets. In contrast, the proposed system uses **interactive dashboards and visual analytics** to present housing data in a dynamic and user-friendly manner. This approach improves the efficiency of market analysis and allows users to explore real estate trends more effectively.

**E. Benefits of Visualization-Based Housing Market Analysis**

Visualization-based housing market analysis provides several advantages in understanding real estate trends. Interactive dashboards allow users to quickly identify **high-demand areas, price fluctuations, and property distribution patterns**. By presenting housing data through visual analytics, the system improves data accessibility and helps stakeholders make better decisions regarding property investment and market planning..

**VII. LIMITATIONS**

Although the proposed system provides effective visualization and analysis of housing market price trends, it has certain limitations. One of the main limitations is the **availability and quality of housing datasets**. The accuracy of analysis depends on the completeness and reliability of the collected real estate data. If the dataset contains missing values or outdated information, it may affect the overall analysis results.

Another limitation is that the system mainly focuses on **data visualization using Tableau dashboards** rather than advanced predictive modeling techniques. While the dashboards help in understanding housing price trends and regional market patterns, the system does not provide detailed forecasting of future property prices.

The analysis is also limited to the **selected datasets and geographic regions** used in the study. Housing market trends may vary significantly in other locations due to differences in economic conditions, infrastructure development, and market demand.

In addition, Tableau dashboards require **regular data updates** to maintain accurate insights. Without frequent updates, the visualizations may not reflect the latest housing market changes.

Despite these limitations, the proposed system still provides valuable insights into housing market behavior and demonstrates how visualization tools can effectively support real estate data analysis.

The analysis is also limited to the **selected datasets and geographic regions** used in the study. Housing market trends may vary significantly in other locations due to differences in economic conditions, infrastructure development, and market demand

**VIII. CONCLUSION**

The use of Tableau dashboards enables interactive exploration of housing market trends across different locations, property types, and time periods. Visualizations such as line charts, bar charts, pie charts, and heat maps help users easily understand complex housing data and identify important factors affecting property prices.

**Volume 15, Issue 3, March 2026****|DOI: 10.15680/IJRSET.2026.1503230|**

The results of this study demonstrate that data visualization tools like Tableau are highly effective in analyzing large housing datasets and presenting insights in a user-friendly manner. The interactive dashboards allow users to compare housing prices, observe regional market variations, and understand demand patterns in the real estate sector.

Overall, the proposed system improves the understanding of housing market behavior and provides a useful platform for visual analysis of real estate data. The study highlights the importance of visualization-based analytics in supporting data-driven decision making in the housing market

**IX. ACKNOWLEDGMENT**

We would like to express our sincere gratitude to our project guide **Ashok Nagasai** for providing valuable guidance, support, and encouragement throughout the development of this research work. His suggestions and continuous support helped us successfully complete this project.

We also thank the management and faculty members of **Kallam Haranadha Reddy Institute of Technology**, Department of **Artificial Intelligence and Machine Learning**, for providing the necessary facilities and resources to carry out this research work.

Finally, we extend our appreciation to all those who directly or indirectly contributed to the completion of this study.

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