

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	29 June 2025
Team ID	LTVIP2025TMID49617
Project Name	Visualizing Housing Market Trends An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Problem Statement:

Our project aims to analyze housing sales data using Tableau to extract insights on property features, pricing, renovations, and their impact on market trends. This will assist stakeholders in understanding key factors influencing house sales.

Collaboration Details:

The project team includes four members:

- **Team Lead:** Oversees project milestones and resource allocation.
- **Visualization Specialist:** Designs impactful Tableau dashboards.
- **Data Analyst:** Handles dataset preprocessing and ensures data quality.
- **Documentation Expert:** Prepares presentations and documentation.

Tools Used:

- Tableau Public for creating interactive visualizations.
- Excel for data cleaning and transformation.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorming Ideas:

1. **Overall Data Overview:** Display key metrics like average sales price, house age distribution, and renovation status.
2. **Price Distribution:** Use histograms to show the distribution of sale prices across zip codes.
3. **House Features Analysis:** Bar charts for the impact of bedrooms, bathrooms, and floors on sales price.
4. **Renovation Impact:** Line charts to observe trends in sales prices based on years since renovation.
5. **Geographical Insights:** Create heatmaps for sales prices across zip codes using latitude and longitude.
6. **Feature Relationships:** Bubble charts analyzing relationships between sale price, area, and condition.

Grouping:

- **Sales Trends:** Analyze how sales prices vary with house age, renovations, and geography.

- **House Characteristics:** Impact of features like size, grade, and condition on sales prices.
- **Renovation Analysis:** Trends in prices based on renovation and property improvements.

Step-3: Idea Prioritization

Prioritized Tasks:

1. Overall Data Dashboard

- Key statistics like average price, count of renovated houses, and house conditions.

2. Geographical Insights

- Heatmaps showing sales price trends by zip code.

3. Feature Impact Analysis

- Visualizations linking bedrooms, bathrooms, and floors to pricing trends.

4. Renovation Impact

- Line and bar charts showcasing how renovations affect house pricing.

Rationale for Prioritization:

These tasks provide valuable insights into pricing dynamics, geographical trends, and renovation impacts, directly addressing the project's problem statement. They are easy to implement in Tableau and offer high-value outputs.