Ideation Phase
Brainstorm & Idea Prioritization Template

Date	11/02/2026
Team ID	LTVIP2026TMIDS36154
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming creates an open and comfortable atmosphere where every team member can freely share ideas without hesitation. It promotes creative thinking and supports collaborative problem-solving by encouraging participants to express even unconventional or innovative thoughts. Instead of immediately judging ideas based on value, the focus is on generating a large number of possibilities, which can later be refined and improved through teamwork. This approach allows members to build upon each other's suggestions and develop meaningful and practical solutions.

This template can be used to conduct effective brainstorming sessions within your team, enabling everyone to contribute ideas and shape project concepts efficiently, even when working remotely or from different locations.

Step 1: Team Gathering, Collaboration and Problem Statement:

Our team worked together to identify important issues in the real estate sector, especially to understand how different property characteristics affect housing sale prices. After discussing several topics such as housing affordability, property investment decisions, urban growth, and smart housing analysis, we decided to concentrate on extracting meaningful information from housing datasets. The main goal was to analyze and visualize patterns using Tableau so that buyers, sellers, investors, and policymakers could clearly understand how factors like property size, number of bedrooms, renovation status, overall condition, and location (zipcode categories) influence property prices.

Team Members:

• Team Leader: Adi Preethi

• Team Member: Amasa Poojasree

• Team Member: Avula Ganesh

• Team Member: Baireddy Swetha

Step 2: Brainstorming, Idea Listing and Grouping

S.No	Idea Description	Category
1.	Visualize average sale price by SalePriceBin	Pricing Insights
2.	Analyze impact of number of bedrooms on sale price	Property Features
3.	Explore relationship between Total Area and Price (scatter plot)	Based Pricing
4.	Group insights by Zipcode Clusters	Geographical
5.	Build a Story in Tableau for narrative	Storytelling

Step 3: Idea Prioritization on Table

S.No	Idea Description	Impact	Feasibility	Priority
1.	Build a Story in Tableau	High	Medium	High
2.	Group insights by Zipcode Clusters	Medium	Medium	High
3.	Use Tableau dashboard	High	Easy	High
4.	Explore Total Area vs Price	High	Easy	High
5.	Embed Dashboard in Web Application	High	Hard	Medium