<div align="center">

Ideation Phase
Brainstorm & Idea Prioritization Template

</div>

Date	23 June 2025
Team ID	LTVIP2025TMID50341
Project Name	visualizing housing market trends: an analysis of sale prices and features using tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming is a collaborative and open-ended technique used to generate a wide variety of ideas in a creative and judgment-free environment. For this project, it helps in gathering diverse perspectives from team members to explore possible ways to visualize and interpret complex housing market data using Tableau.

During the brainstorming session, our team focused on identifying the key problems and opportunities in understanding housing sales data. We explored visualization ideas around house features (e.g., bedrooms, bathrooms, floors), renovation impact, and price trends over time.

The process was structured in **three steps**:

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

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts for housing market analysis.

- 60 minutes to prepare
- 3 hours to collaborate
- 2-8 people recommended

Before you collaborate
A little prep goes a long way with housing market analysis. Here's what you need to do to get going.

📋 **Team gathering**
Define team roles and participants for housing market visualization session and send an agenda with background information on ABC Company's needs.

🎯 **Set the focus**
Think about the housing market problem you'll be focusing on solving in the brainstorming session.

🛠 **Learn how to use Tableau tools**
Use Tableau's visualization capabilities to run a happy and productive session for housing data analysis.

Define your problem statement
What housing market problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

How might we [your housing market problem statement]?
Create visualizations that help ABC Company executives understand housing market trends, renovation impacts, and investment opportunities through comprehensive Tableau dashboards.

⚡ **Key rules of brainstorming**
To run an smooth and productive session

- ✓ Stay on topic
- 💡 Encourage wild ideas
- ⚖ Defer judgment
- 👂 Listen to others
- 📊 Go for volume
- 🎨 If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your housing market problem statement.

🕐 15 minutes

Real Estate Analyst	Tableau Expert	Business Analyst	Market Researcher
Dashboard Overview	Interactive Filters	KPI Metrics	Trend Analysis
Price Trends	Heat Maps	Forecasting	Demographics
ROI Calculator	Drill-down Views	Benchmarking	Seasonal Patterns
Market Comparison	Mobile Design	Alerts System	Competitor Analysis
Investment Score	Export Options	Performance Tracking	Location Insights
Risk Analysis	Auto-refresh	Cost Analysis	Price Predictions

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can't break it up into smaller sub-groups.

🕐 20 minutes

Grouped Ideas

📊 Core Dashboards
Dashboard Overview, KPI Metrics, Interactive Filters, Heat Maps

☑ Analysis Tools
Price Trends, ROI Calculator, Trend Analysis, Forecasting

◎ Market Intelligence
Market Comparison, Competitor Analysis, Demographics, Location Insights

⚡ Advanced Features
Risk Analysis, Alerts System, Price Predictions, Auto-refresh

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your housing market visualization ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Importance / Feasibility grid with ideas placed:
- ROI Calculator
- Dashboard Overview
- Interactive Filters
- Price Predictions
- Heat Maps
- Mobile Design

Tip
Your team can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the arrow keys on the keyboard. It's key to focus on housing market insights that provide the most strategic value.

♥ Importance

If each of these housing market ideas could be done without any difficulty or cost, which would have the most positive impact on ABC Company's strategic decisions?

✏ Feasibility

Regardless of their importance, which housing market visualization tasks are more doable than others? (Cost, time, effort, complexity, etc.)