

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	4-02-2026
Team ID	LTVIP2026TMIDS86926
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

#### **Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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

Our team initiated the brainstorming process by identifying key challenges in analysing housing market data, particularly focusing on the difficulty in understanding how various features—like renovation history, house age, and structural details— influence sale prices. Through collaborative discussion, we generated a set of ideas that could effectively address these challenges using Tableau. Each idea was categorized and then prioritized based on impact, relevance to stakeholders (real estate analysts, buyers, and decision-makers), and ease of visualization. The brainstorming helped us align on the project goal: to build a data-driven, visual solution that simplifies the interpretation of housing trends and supports strategic decision-making.

#### **Step-2: Brainstorm, Idea Listing and Grouping**

During the brainstorming session, each team member shared their perspective based on the project goal.

- **Member 1** suggested analysing **sales trends** based on years since renovation.
- **Member 2** proposed comparing **house age with renovation status** to study its impact.
- **Member 3** focused on grouping **house age by structural features** like bathrooms, bedrooms, and floors.
- **Member 4** recommended creating an **overall summary dashboard** showing average prices and basement area.

#### **Step-3: Idea Prioritization**

After listing and categorizing the ideas, the team discussed which ones would have the most impact based on data availability, visualization strength, and stakeholder relevance.

- High priority was given to visuals that directly reflect **price trends** and **renovation influence**, as these offer strong business insights.

- Medium priority was assigned to **feature-wise comparisons** like bedrooms and floors, which add value but are more detailed.
- Lower priority was given to advanced or optional visuals like word clouds, which are useful but not critical.

This prioritization helped the team focus on delivering meaningful dashboards within the project deadline.