

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	
Team ID	LTVIP2025TMID59126
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.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Our team collaborated to address a relevant challenge in the real estate domain faced by ABC Company. With a focus on leveraging data analytics, we aimed to analyze key factors affecting housing sale prices and overall market trends. After thorough discussion, we selected housing sales and pricing analysis using **Tableau** as our area of exploration.

We identified several complexities such as interpreting renovation impact, evaluating feature-based distribution (bedrooms, bathrooms, floors), and understanding patterns in house age. To support real estate stakeholders like analysts and marketing teams, we planned to extract actionable insights from housing datasets using visualization tools.

Problem Statement:

“How can housing sales data be visualized and analyzed to uncover pricing trends, assess renovation impacts, and enable strategic decision-making for real estate stakeholders?”

Team Members:

- **Team Leader:** N Mahesh Babu
- **Team Member:** Kuntumalla Venkata Sai
- **Team Member:** Vaddemani Sneha Latha
- **Team Member:** Amara Puneeth

Step-2: Brainstorm, Idea Listing and Grouping

Idea #	Idea Description	Group/Category
1	Show total records, average sale price, and total basement area	Data Overview
2	Visualize total sales by years since renovation using histogram	Renovation Impact
3	Pie chart of house age distribution by renovation status	Age vs. Renovation
4	Bar chart showing house age vs. bathrooms, bedrooms, and floors	House Feature Analysis
5	Add calculated fields like average age and price difference	Data Transformation
6	Use filters for renovation status, age range, and price bands	Interactivity
7	Use Tableau Story to explain renovation and price trends	Data Story
8	Show KPIs like avg. price (renovated vs. non-renovated), house area	KPI Dashboard
9	Publish and embed dashboard for internal/external sharing	Publishing & Sharing
10	Forecast price trends using historical data	Predictive Analysis

Step-3: Idea Prioritization

Idea #	Idea Description	Impact	Feasibility	Priority
1	Show total records, average sale price, and total basement area	High	Easy	High
2	Visualize total sales by years since renovation using histogram	High	Medium	High
3	Pie chart of house age distribution by renovation status	Medium	Easy	Medium
4	Bar chart showing house age vs. bathrooms, bedrooms, and floors	High	Medium	High
5	Add calculated fields like average age and price difference	Medium	Medium	Medium
6	Use filters for renovation status, age range, and price bands	Medium	Easy	Medium
7	Use Tableau Story to explain renovation and price trends	High	Medium	High
8	Show KPIs like avg. price (renovated vs. non-renovated), house area	High	Easy	High
9	Publish and embed dashboard for internal/external sharing	Medium	Easy	Medium
10	Forecast price trends using historical data	High	Medium	High