Ideation Phase

Brainstorm and idea prioritization

Date	26 June 2025
Team Id	LTVIP2025TMID20787
Project Name	Visualizing Housing Market Trends: An Analysis Of Sales Prices and Features Using Tableau
Maximum marks	**4 marks**

About:

- **Data Features**: Price, location, bedrooms, bathrooms, square footage, property type, sale date.

- **Visual Goals**:

1. **Trend Over Time** (Line chart of avg/median prices)
2. **Geographic Insights** (Price heatmap by region)
3. **Feature Comparison** (Bar charts by beds, baths, property type)
4. **Price Distribution** (Boxplots, histograms)
5. **Correlation** (Scatter plots: price vs. sqft)

- **Interactivity**:

- Filters: region, year, type
- Dashboards with tooltips and user controls □   Map of prices by location.

Uses:

- Real Estate Insights
- Decision Support for Buyers & Sellers
- Market Comparison
- Government & Urban Planning
- Create dashboards for real-time exploration and presentation.
- Useful for real estate agencies, analysts, or public reports.

Benefits:

- Clearly shows how home prices change over time and across regions.
- Visual dashboards simplify complex data, making it easier for non-technical users to understand.
- Helps buyers, sellers, and investors make smarter choices based on trends and property features.
- Useful for urban planners and policy-makers in tracking housing growth and affordability.

Example:

Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
Open article →

Define your problem statement

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

How might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Brainstorm

Write down any ideas that come to mind that address your problem statement.
10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Find affordable homes in safe, desirable neighborhoods	Understand if now is a good time to buy
Avoid overpaying by comparing similar homes	Learn how home features impact price

Person 2

Advise clients using up-to-date market trends	Quickly compare prices across neighborhoods or property types
Identify market shifts and pricing strategies	Provide data-backed recommendations to buyers and sellers

Person 3

Spot undervalued properties or emerging markets	Detect outliers or price anomalies for potential deals
Monitor long-term value and ROI trends	Forecast market performance based on historical data

Person 4

Monitor housing affordability across neighborhoods	Understand long-term pricing trends to guide housing policy
Identify areas with rapid price increases or gentrification	Support decisions on zoning, infrastructure, or affordable housing initiatives using real estate data

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Understand if now is a good time to buy

Quickly compare prices across neighborhoods or property types

Detect outliers or price anomalies for potential deals

Understand long-term pricing trends to guide housing policy

4

Prioritize

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

⏱ 20 minutes

Understand if now is a good time to buy

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Understand long-term pricing trends to guide housing policy

Feasibility

Regardless of how important, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)