Ideation Phase

Brainstorm and idea prioritization

Date	26 June 2025
Team ld	LTVIP2025TMID
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.

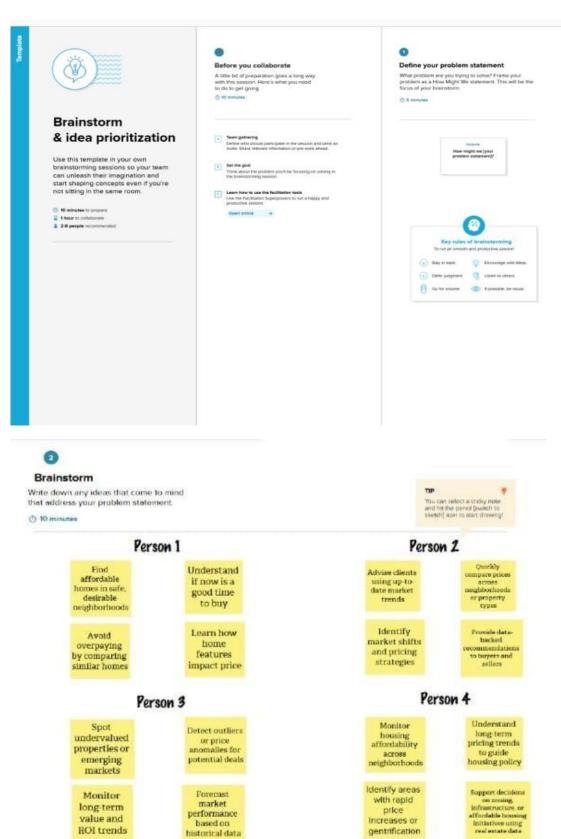
Uses:

- 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:





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.

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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

