

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	25 June 2025
Team ID	LTVIP2025TMID20750
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization:

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

💡

Template

### 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  
👤 4 team members

1

**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

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2

**Define your problem statement**

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

⌚ 5 minutes

PROBLEM

How might we Visualize Housing Market Trends: An Analysis of Sale Prices and Features using Tableau?

3

Key rules of brainstorming

To run a smooth and productive session

<span style="color: #0099cc;">💡</span> Stay in topic.	<span style="color: #0099cc;">💡</span> Encourage wild ideas.
<span style="color: #0099cc;">🕒</span> Defer judgment.	<span style="color: #0099cc;">👂</span> Listen to others.
<span style="color: #0099cc;">🗣️</span> Go for volume.	<span style="color: #0099cc;">👁️</span> If possible, be visual.

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

**1**

**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 [pencil] icon to start drawing!

**1**

**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 can break it up into smaller sub-groups.

⌚ 20 minutes

**TIP**  
Add #customer tags to sticky notes to make it easier to find, organize, and categorize ideas by themes within your mural.

**G. Sel Babu**

Analyze the document and calculate the average sales and get an understanding of the pattern.

**Ch. Veda Semitha**

Analyse the dataset and see the effect of different features like no.of bathrooms, bedrooms on the house prices over the years.

**Ch. Angel**

Based on the dataset get an idea on distribution of House Age by Renovation Status

**D.Renganeyakulu**

Compare the house prices over the years and predict the pattern.

**1. Clean and preprocess the downloaded dataset**

**2. Create some visualizations so that the customers can easily understand the underlying patterns.**

**3. Story telling and recommendations:**  
Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.

## Step-3: Idea Prioritization

**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

**TIP**  
Participants can use their cursors to point at where sticky notes should go on the grid. Then click to confirm the spot by using the laser pointer holding the **H key** on the keyboard.

The matrix has 'Importance' on the vertical axis and 'Feasibility' on the horizontal axis. The quadrants are labeled:

- Top-Left (High Importance, Low Feasibility):** 1. Clean and preprocess the downloaded dataset
- Bottom-Left (Low Importance, Low Feasibility):** 2. Create some visualizations so that the customers can easily understand the underlying patterns.
- Top-Right (High Importance, High Feasibility):** 3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.
- Bottom-Right (Low Importance, High Feasibility):** (Empty)

**Importance**  
If each of these tasks could get done with very little difficulty or cost, which would have the most positive impact?

**Feasibility**  
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)