# Brainstorming and Ideation Document

**Project Title:** Housing Trends Analysis using Tableau Dashboard

## 1. Brainstorming Phase

• Identified the need to understand housing market trends such as price variations, house age distribution, and regional differences.

• Observed that raw housing datasets are difficult to understand without proper visualization.

• Discussed how visual dashboards can help users easily interpret housing data.

• Considered different types of visualizations such as bar charts, pie charts, line charts, and KPI cards.

• Explored the use of Tableau as a tool because of its strong visualization and dashboard capabilities.

• Focused on making the dashboard simple, clear, and user-friendly.

• Identified key parameters such as house price, house age, number of houses, and price ranges.

• Decided to present summarized information using KPI cards for quick understanding.

• Planned to combine multiple sheets into one dashboard for better analysis.

• Ensured that the dashboard would help users identify trends, patterns, and insights quickly.

## 2. Ideation Phase

• Defined the main goal: to create an interactive housing trends dashboard.

• Selected important metrics such as total houses, average price, and price distribution.

• Decided to use bar charts for comparing price ranges.

• Used pie charts to show distribution of house age.

• Designed KPI cards to display key summary values clearly.

• Planned dashboard layout with proper spacing and alignment.

• Focused on choosing simple and attractive colors.

• Ensured that the dashboard would be easy to understand for beginners.

• Structured the dashboard to provide both summary and detailed information.

• Finalized Tableau as the tool to implement the dashboard.

## 3. Problem Statement

The housing dataset contains large amounts of information which is difficult to analyze in raw form. The problem is to convert this raw data into meaningful visual insights using an interactive dashboard.

## 4. Objectives

• To analyze housing price trends.

• To visualize housing data using Tableau.

• To create interactive and easy-to-understand dashboards.

• To identify patterns and insights from the housing dataset.

• To present data in a clear and effective visual format.

## 5. Expected Outcome

The final outcome is an interactive Tableau dashboard that clearly shows housing trends, price distributions, and key insights. This helps users easily understand the housing market.