

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13/06/25
Team ID	LTVIP2025TMID52674
Project Name	Visualizing housing market trends: an analysis of sale prices and features
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 Problem Statement

Our team collaborated to identify pressing challenges in the real estate market, particularly in understanding how various property features influence housing sale prices. After exploring themes like housing affordability, real estate investment planning, urban development, and smart property insights, we narrowed down our focus to uncover actionable insights hidden in housing data. The objective was to visually explore trends using Tableau that would help buyers, sellers, investors, and policy makers understand patterns of sale prices based on features like area, bedrooms, renovation status, condition, location (zipcode groups), and more.

Problem

Statement:

How can housing sale price trends and property characteristics be visualized and analyzed using Tableau to identify patterns, improve buyer/seller decision-making, and uncover insights that support strategic real estate planning?

Team Members:

Team Leader : Pavana Sri Ram Baswani

Team member : Gogula N V Manikanta Sai Sri Vaibhav

Team member : E N M Jayasri

Team member : Indu Simhadri

Step 2: Brainstorming, Idea Listing and Grouping

S.No	Idea Description	Category
1	Visualize average sale price by SalePriceBin	Pricing Insights
2	Analyze impact of number of bedrooms on sale price	Property Features
3	Explore relationship between Total Area and Price (scatter plot)	Size-Based Pricing
4	Compare prices for renovated vs. non-renovated homes	Renovation Analysis
5	Group insights by Zipcode Clusters	Geographical Comparison
6	Analyze house condition vs. price using dummy variables	Quality-Based Pricing
7	Add calculated field: TotalAreaSqft	Data Preparation
8	Create SalePriceBin with 100k intervals	Binning / Categorization
9	Use dashboard to combine insights	Tableau Dashboard Design
10	Build a Story in Tableau for narrative	Storytelling & Reporting
11	Embed Dashboard in Web Application using Flask	Deployment & Integration
12	Add filters for Bedrooms, Condition, Renovation in Dashboard	Interactive Exploration
Step 3: Idea Prioritization Table		

S.No	Idea Description	Impact		Feasibility	Priority
1	Visualize average sale price by SalePriceBin	High	Easy	High	
2	Analyze impact of number of bedrooms on sale price	High	Easy	High	
3	Explore TotalArea vs Price (scatter plot)	High	Easy	High	
4	Compare prices for renovated vs. non-renovated homes		High	Medium	High
5	Group insights by Zipcode Clusters	Medium	Medium	Medium	
6	Analyze house condition vs. price	High	Medium	High	
7	Add calculated field: TotalAreaSqft	Medium	Easy	High	
8	Create SalePriceBin with 100k intervals	Medium	Easy	High	
9	Use Tableau dashboard to combine insights	High	Easy	High	
10	Build a Story in Tableau	High	Medium	High	
11	Embed Dashboard in Web Application	High	Hard	Medium	
12	Add filters for Bedrooms, Condition, Renovation		Medium	Easy	Medium