Ideation Phase
Brainstorm & Idea Prioritization Template
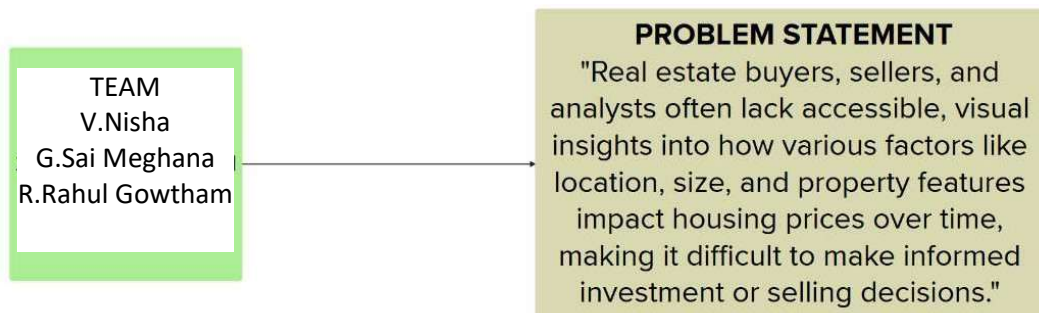
Date	20 February 2026
Team ID	**LTVIP2026TMIDS52205**
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

The project "Visualizing Housing Market Trends: An Analysis of Sales Prices and Features" aims to transform raw real estate data into meaningful, interactive visual insights using Tableau. Brainstorming focused on identifying key analytical angles such as price trends over time, the influence of property features on pricing, and geographic variation in housing markets. Ideas included visual tools like time-series charts, scatter plots, heatmaps, and filterable dashboards that allow users to explore data by location, property size, number of bedrooms, and more. The project is designed to support decision-making for buyers, sellers, investors, and analysts by providing accessible, evidence-based insights into housing market dynamics.
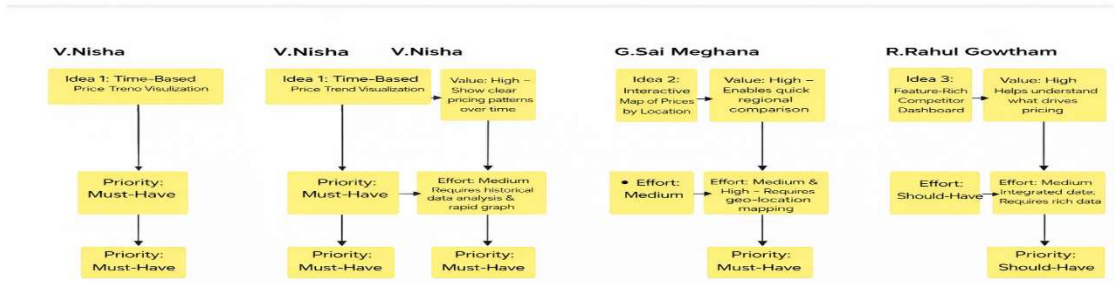
Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

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

TEAM
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PROBLEM STATEMENT
"Real estate buyers, sellers, and analysts often lack accessible, visual insights into how various factors like location, size, and property features impact housing prices over time, making it difficult to make informed investment or selling decisions."

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down any ideas that come to minid
that address your problem statement.

Raw Ideas List:
• Use scatter plots to compare sale price with square footage
• Include filters for neighborhood, year built, and number of bedrooms
• Group homes by remodeling status
• Add a trendline to see correlation between features and price
• Use a map visualization for geographic trends
• Implement bar charts to show average price by number of bathrooms
• Enable dynamic filtering with Tableau dashboard actions
• Add calculated field for price per square foot
• Use color gradients to reflect pricing tiers
• Compare old vs newly remodeled homes visually

Grouped Ideas by Theme:

Category	Ideas
Data Visualizations	Scatter plot, Bar chart, Map, Trendlines, Color gradients
Interactivity	Filters, Dashboard actions, Tooltips
Feature Analysis	Remodeling status, Price per square foot, Bedrooms/Bathrooms impact
Calculated Insights	Price per sq. ft., Price distribution, Aggregated metrics

Step-3: Idea Prioritization