**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 28 JUNE 2025 |
| Team ID | LTVIP2025TMID50619 |
| Project Name | Visualizing Housing Market Trends: An Analysis of Sales Prices and features using Tableau. |
| 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.

**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?

**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 Tableau dashboard to combine insights Dashboard Design
9. Build a Story in Tableau for narrative Storytelling & Reporting
10. Embed Dashboard in Web Application using Flask Deployment & Integration
11. 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