Ideation Phase
Brainstorm & Idea Prioritization

Date	29 January 2026
Team ID	LTVIP2026TMIDS38402
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

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

Brainstorm & idea prioritization

This template was used to brainstorm and prioritize ideas for our Housing Market Analysis project using Tableau and data visualization techniques.

Before we collaborate

Before collaboration, our team prepared by reviewing the dataset and understanding the project objectives related to housing market analysis.

Session Preparation

Team members from data analyse and visualization participated in the brainstorming session.

The team focused on identifying key factors affecting house sale prices such as bedrooms, bathrooms, house age, and renovation impact.

Clear roles were assigned for data preparation, visualization development, and dashboard design.
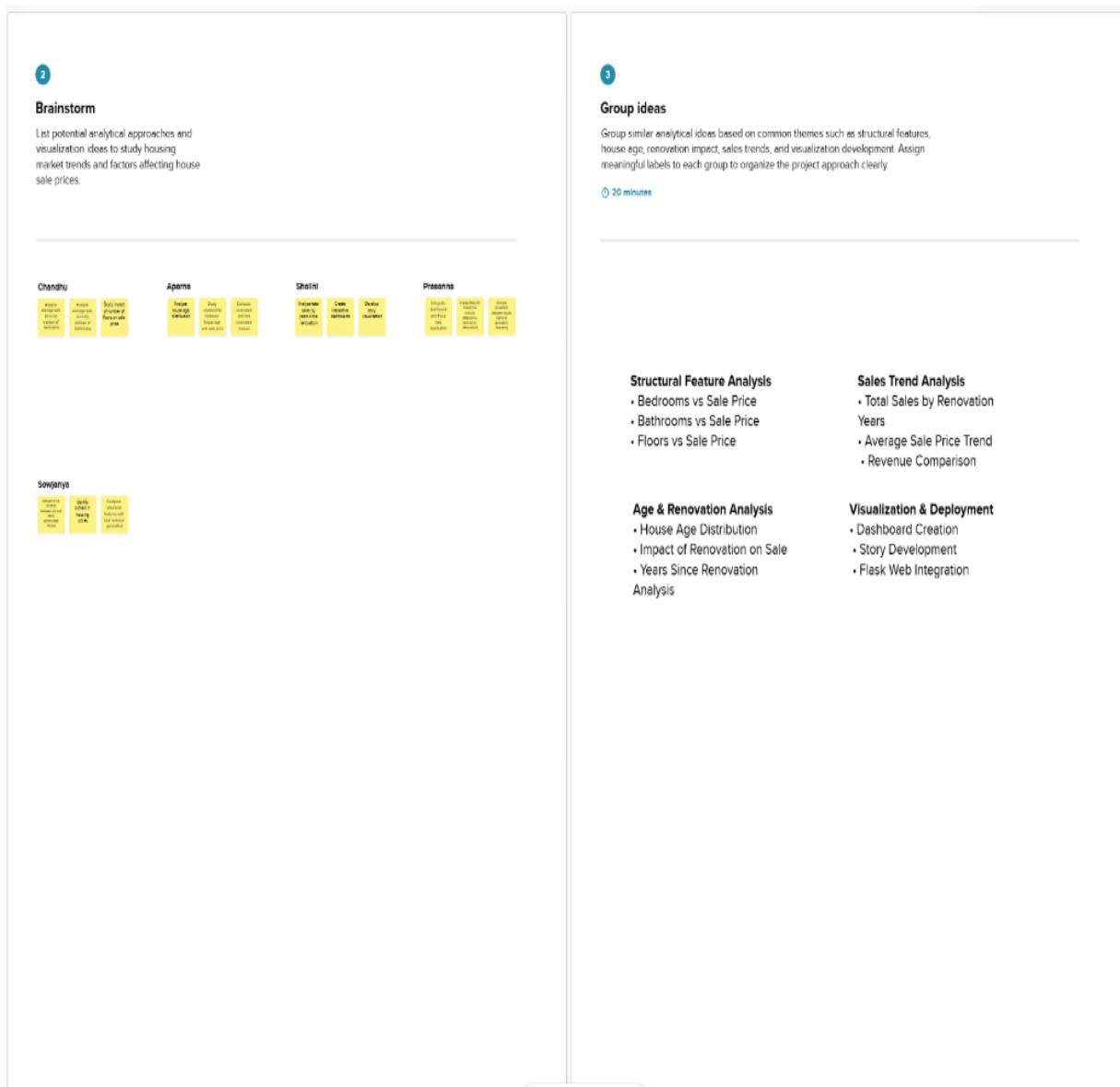
Problem Statement:

To analyze housing market trends and identify the key factors influencing house sale prices using data visualization techniques in Tableau.

Key Objectives

- Understand how structural features affect sale prices
- Examine the impact of house age and renovation
- Identify sales trends using visual analytics
- Develop dashboards to present meaningful insights

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

List potential analytical approaches and visualization ideas to study housing market trends and factors affecting house sale prices.

Chandhu

Aparna

Shalini

Prasanna

Sowjanya

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Group ideas

Group similar analytical ideas based on common themes such as structural features, house age, renovation impact, sales trends, and visualization development. Assign meaningful labels to each group to organize the project approach clearly.

⏱ 20 minutes

Structural Feature Analysis
- Bedrooms vs Sale Price
- Bathrooms vs Sale Price
- Floors vs Sale Price

Age & Renovation Analysis
- House Age Distribution
- Impact of Renovation on Sale
- Years Since Renovation Analysis

Sales Trend Analysis
- Total Sales by Renovation Years
- Average Sale Price Trend
- Revenue Comparison

Visualization & Deployment
- Dashboard Creation
- Story Development
- Flask Web Integration

Step-3: Idea Prioritization

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Prioritize

Ideas were prioritized based on their impact on solving the
housing market problem and feasibility using available tools and
dataset.

Importance

If each of these
tasks could get
done without any
difficulty or cost,
which would have
the most positive
impact?

- Interactive Dashboard Design
- Story Creation

- Flask Web Integration
- Advanced Performance Testing

- Basic Count Visualizations
- Simple KPI Metrics

Feasibility

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