

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 June 2025
Team ID	LTVIP2025TMID59588
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 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
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