Ideation Phase
Brainstorm & Idea Prioritization Template

Date	28 Jan 2026
Team ID	LTVIP2026TMIDS38740
Project Name	Visualizing Housing Market Trends: An Analysis of Sale 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.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

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

Our team gathered to discuss current challenges in real estate data analytics. We identified a common issue: the difficulty in interpreting housing market trends, especially how features like renovation, age, and size affect sales. After discussion, we finalized the following problem statement:

Problem Statement:

"To analyze and visualize key trends affecting housing sales prices and features using Tableau, enabling stakeholders to make informed pricing, renovation, and investment decisions."

Step-2: Brainstorm, Idea Listing and Grouping

During our brainstorming session, we explored the following ideas:

Raw Ideas:

- Compare total sales by years since renovation
- Show house age distribution based on number of bathrooms, bedrooms, and floors
- Visualize average sales price across various categories
- Show distribution of houses by renovation status
- Use a pie chart for house age + renovation split
- Use a histogram for price distribution
- Create a summary dashboard with key metrics
- Explore how renovation influences price and age

Grouped into Categories:

1. 🏠 Housing Characteristics
   - Age of houses
   - Bedrooms, bathrooms, floors
   - Renovation status
2. 📊 Visualization Methods
   - Histogram for price bins
   - Pie chart for renovation & age
   - Grouped bar for features

o Summary overview dashboard
3. 📈 Business Insights
   o Impact of renovation on pricing
   o Market preferences based on house age
   o Sales trends over time
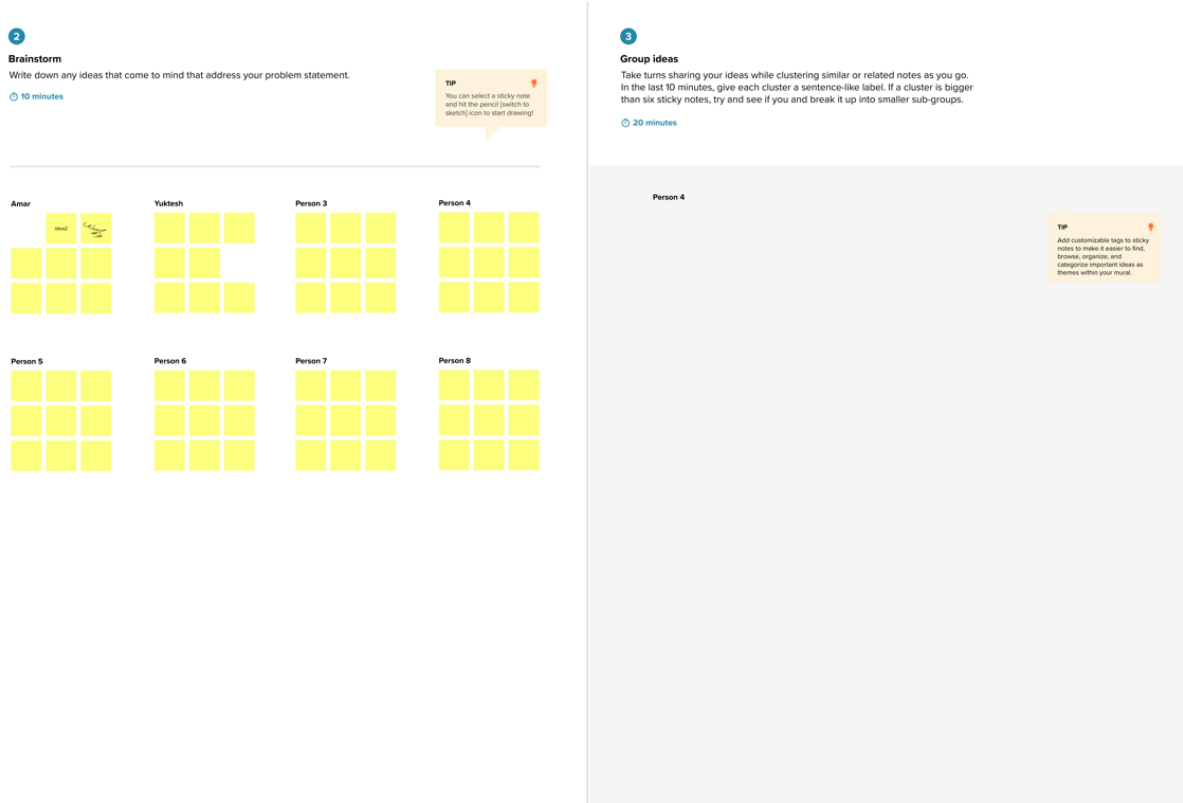
Step-3: Idea Prioritization

We used a simple prioritization method based on two criteria:

- 💡 Value to stakeholders (executives, analysts, marketers)
- 🔧 Feasibility in Tableau

Top Prioritized Ideas:

1. Visualizing total sales by years since renovation
2. Pie chart showing house age distribution by renovation status
3. Grouped bar chart for house features vs. age
4. Overall dashboard showing key metrics (total sales, average price, total area)

These were selected as they provide high-impact insights using Tableau visualizations, aligned with business goals.

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

Importance

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

Ideal!

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Feasibility

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