Ideation Phase
Brainstorm & Idea Prioritization

Date	29 June 2025
Team ID	LTVIP2025TMID47431
Project Name	Visualizing housing market trends: an analysis of sale prices and features
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 Collaboration and Problem Statement

Our team came together to explore challenges in the real estate domain, especially the lack of visibility into how housing characteristics influence sale prices. After brainstorming on topics like affordability analysis, regional price variation, renovation effect, and feature-based valuation, we finalized our direction.

We decided to create a data-driven Tableau dashboard that visualizes housing market trends and patterns, providing valuable insights for stakeholders like buyers, sellers, investors, and analysts.

Problem Statement:
How can we effectively visualize and analyze housing sale prices and their relationship with property characteristics (e.g., area, bedrooms, renovation, condition, and location) to support data-informed real estate decisions using Tableau?

Team Members

• Team Leader: N Saanvi Reddy

• Team Member: S Haritha

• Team Member: Thota Indu

• Team Member: M Keerti

Step 2: Brainstorming – Idea Listing and Grouping

S.No	Idea Description	Category
1	Visualize average sale price using price range bins	Pricing Insights
2	Analyze how number of bedrooms affects sale price	Property Features
3	Compare prices of renovated vs. non-renovated homes	Renovation Analysis
4	Create bins for sale prices at 100k intervals	Data Categorization
5	Combine insights into a single Tableau dashboard	Dashboard Design
6	Add interactive filters (Bedrooms, Condition, Renovation Status)	Interactive Features
7	Build a Tableau Story to narrate key findings	Storytelling & Reporting

Step 3: Idea Prioritization Table

S.No	Idea Description	Impact	Feasibility	Priority
1	Visualize average sale price using price range bins	High	Easy	High
2	Analyze how number of bedrooms affects sale price	High	Easy	High
3	Compare prices of renovated vs. non-renovated homes	High	Medium	High
4	Create bins for sale prices at 100k intervals	Medium	Easy	High
5	Combine insights into a single Tableau dashboard	High	Easy	High

| 6 | Add interactive filters (Bedrooms, Condition, Renovation) | Medium | Easy | Medium |
| 7 | Build a Tableau Story to narrate key findings | High | Medium | High |