

Ideation Phase

Brainstorm and idea prioritization

Date	31 January 2026
Team Id	LTVIP2026TMIDS24955
Project Name	Visualizing Housing Market Trends: An Analysis Of Sales Prices and Features Using Tableau
Maximum marks	4 marks

About:

- **Data Features:** Price, location, bedrooms, bathrooms, square footage, property type, sale date.
- **Visual Goals:**
 1. **Trend Over Time** (Line chart of avg/median prices)
 2. **Geographic Insights** (Price heatmap by region)
 3. **Feature Comparison** (Bar charts by beds, baths, property type)
 4. **Price Distribution** (Boxplots, histograms)
 5. **Correlation** (Scatter plots: price vs. sqft)
- **Interactivity:**
 - Filters: region, year, type
 - Dashboards with tooltips and user controls 

Uses:

- Real Estate Insights
- Decision Support for Buyers & Sellers
- Market Comparison
- Government & Urban Planning
- Create dashboards for real-time exploration and presentation.
- Useful for real estate agencies, analysts, or public reports.

Benefits:

- Clearly shows how home prices change over time and across regions.
- Visual dashboards simplify complex data, making it easier for non-technical users to understand.
- Helps buyers, sellers, and investors make smarter choices based on trends and property features.
- Useful for urban planners and policy-makers in tracking housing growth and affordability.

Example:

Template

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Key rules of brainstorming

To run a smooth and productive session:

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

TIP

You can select a sketch note and hit the pencil [switch to sketch] icon to start drawing!

Person 1	Person 2	Person 3	Person 4
Find affordable homes in safe, desirable neighborhoods	Understand if now is a good time to buy	Detect outliers or price anomalies for potential deals	Monitor housing affordability across neighborhoods
Avoid overpaying by comparing similar homes	Learn how home features impact price	Forecast market performance based on historical data	Identify areas with rapid price increases or gentrification
Spot undervalued properties or emerging markets	Advise clients using up-to-date market trends	Identify market shifts and pricing strategies	Understand long-term pricing trends to guide housing policy
Monitor long-term value and ROI trends	Quickly compare prices across neighborhoods or property types	Provide data-backed recommendations to buyers and sellers	Support decisions on zoning, infrastructure or affordable housing initiatives using real estate data

1

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your board.

Understand
if now is a
good time
to buy

Quickly
compare prices
across
neighborhoods
or property
types

Detect outliers
or price
anomalies for
potential deals

Understand
long-term
pricing trends
to guide
housing policy

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.

⌚ 30 minutes

TIP

Participants can use their phones to point at where sticky notes should sit on the grid. The facilitator can confirm the spot by using the hand icon holding the **M key** on the keyboard.

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

Understand
long-term
pricing trends
to guide
housing policy

Understand
if now is a
good time
to buy

Importance of each idea, relative to others. Higher values are more important.
Feasibility of each idea, relative to others. Higher values are more feasible.