

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID47396
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Project- Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

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

Team Members: Regidi. Madhavi, Mallina. Dhanu Shivaram Krishna,
Nelluri Lokesh Narayana, Siddardha Pasala.

Our team convened to identify critical factors influencing housing prices using the Transformed_Housing_Data2.csv dataset. We selected the problem statement: 'Understanding the impact of house size (Flat Area in Sqft) on Sale Price.' This decision was made based on initial data exploration which showed considerable variation in price per square foot. We aim to explore how size affects value, and whether certain size brackets are over- or under-valued.

Step 2: Brainstorm, Idea Listing and Grouping

Idea Group	Idea Description
Location Overview	Show total number of properties available by area/location
Price Analysis	Compare average sale prices across different locations
BHK Distribution	Use pie/bar chart to show distribution of properties by BHK
Property Type Insights	Analyze pricing trends across different property types (e.g., flat, villa)
Size Trends	Scatter/line plots showing price per square foot vs. size
Interactivity	Add filters for BHK, location, price range, and property type
Deployment	Publish the final dashboards to Tableau Public for access

Ideas generated from the team based on the problem statement:

1. Analyze correlation between flat area and sale price.
2. Identify thresholds where price per sqft sharply increases or decreases.
3. Compare pricing trends across different flat area ranges (e.g., <1000 sqft, 1000–2000 sqft, >2000 sqft).
4. Study anomalies such as small homes with very high prices (luxury micro-units).
5. Segment data by zip code or condition to check if square footage impact varies regionally or with quality.
6. Build predictive models with flat area as a key feature and evaluate accuracy.
7. Visualize the distribution of price per sqft to detect skewness and outliers.

Step 3: Idea Prioritization

Idea	Feasibility	Impact	Priority
Average Price by Area	High	High	High
Number of Properties by Location/Area	High	High	High
Price Distribution by BHK (Bedrooms)	High	Medium	High
Suitability by Property Type (e.g., flat, villa)	Medium	Medium	Medium
Word Cloud of Locations with Max Listings	Medium	Medium	Medium
Interactive Filters (Location, Price, Size)	High	High	High
Publishing the Dashboard to Tableau Public	High	Medium	Medium