

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	3 rd July 2025
Team ID	LTVIP2025TMID48488
Project Name	Visualizing Housing Market Trends
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Project

Overview:

This project was undertaken for ABC Company to address challenges in understanding the factors that influence house prices and sales trends. The primary goal was to analyze a comprehensive housing dataset and transform it into an interactive and insightful Tableau dashboard. The final storyboard and dashboard provide key insights for stakeholders, including real estate analysts, marketing teams, and company executives, enabling them to make data-driven strategic decisions, optimize pricing, and enhance market competitiveness. **Problem Statement & Project Objectives**

The central problem was framed using the "How Might We" methodology:

How might we transform complex housing data into clear, interactive visualizations to help ABC Company's analysts, marketing teams, and executives make strategic decisions?

This statement guided the project by focusing on creating actionable insights from a large dataset that was previously difficult to interpret.

Key Project Objectives:

- **Visualize Sales Trends:** To analyze and display the distribution of house sales based on key financial and time-based metrics, such as price and years since renovation.
- **Analyze House Features vs. Age:** To understand how core house attributes like the number of bathrooms, bedrooms, and floors correlate with the age of the property.
- **Assess the Impact of Renovations:** To determine the relationship between a property's renovation status, its age, and its overall market value.
- **Synthesize Findings:** To combine all analyses into a single, comprehensive, and interactive dashboard that provides a holistic view of the housing market.

Step 2: Proposed Solution & Methodology Tool Used:

- Tableau Public Edition **Dataset Used:**
- Cleaned_Housing_Data.csv: A transformed dataset containing structured information on house sales and features. Key columns utilized include:
 - Sale_Price ○ Age of House (in Years) ○ Renovation_Status & Years Since Renovation ○

No of Bathrooms, No
of Bedrooms, No of Floors
○ Area of the House
from Basement (in Sqft)

Methodology (The

"Brainstormed" Solution):

The chosen solution was to develop a **Tableau Storyboard** composed of several "scenes" or story points. Each scene consists of a specific visualization designed to answer one of the key business questions. This narrative approach allows stakeholders to be guided through the data from a high-level overview to specific, detailed insights.

The final deliverable is a comprehensive dashboard that consolidates these key scenes into a single, interactive view, fulfilling all project requirements.