

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	16 June 2025
Team ID	LTVIP2025TMID47753
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.

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

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

Our team collaborated to identify pressing challenges in the real estate market, particularly in understanding how various property features influence housing sale prices. After exploring themes like housing affordability, real estate investment planning, urban development, and smart property insights, we narrowed down our focus to uncover actionable insights hidden in housing data. The objective was to visually explore trends using Tableau that would help buyers, sellers, investors, and policy makers understand patterns of sale prices based on features like area, bedrooms, renovation status, condition, location and more.

#### Problem Statement

The project aims to explore and visualize key trends in the housing market by analyzing how sale prices and property features—such as age, renovation history, number of bathrooms, bedrooms, and floors—influence buyer behavior and market value. Using Tableau, the objective is to present interactive dashboards that provide stakeholders at ABC Company with data-driven insights to support strategic pricing, marketing, and renovation decisions.

Team Members:

- Team Leader: Varsha S
- Team Member: M Sukanya
- Team Member: Yamunasree Mylari
- Team Member: M Manidhar
- Team Member: P Navadeep

## Step-2: Brainstorm, Idea Listing and Grouping

Idea	Group
Collect historical housing price data	Data Collection
Analyze price variation by location (city/region-wise)	Market Trends
Visualize average prices using area charts	Visualization
Identify demand based on property type (apartment, villa, etc.)	Segmentation
Use Tableau dashboards for dynamic filtering	Tools & Features
Study impact of number of bedrooms, size, and age of property on price	Feature Analysis
Build a dashboard to show trends over years/months	Time-Series
Add interactivity with filters (location, price, date)	UX/Interactivity
Compare affordability index across cities	Comparative Study
Highlight hotspots of rising or falling prices	Predictive Insights

## Step-3: Idea Prioritization

We used a prioritization matrix based on **Impact vs Feasibility** to select ideas with high relevance and practicality.

Idea	Priority (High/Medium/Low)	Reason
Analyze price variation by location	High	Direct insight into regional trends
Time-series trends of housing prices	High	Strong visual and analytical impact
Interactivity using filters	High	Improves dashboard usability
Feature-wise price analysis (bedrooms, area)	Medium	Adds value, but depends on data availability
Affordability index comparison	Medium	Requires external data
Hotspot prediction	Low	Advanced; out of scope for basic dashboard