

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID50177
Project Name	Visualizing Housing Market Trends:An Analysis Of Sales prices And Features Using Tableau
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

This project aims to analyze a comprehensive housing dataset using Tableau to identify patterns in sale prices across different renovation timelines, house ages, and feature distributions. The goal is to provide a data-driven overview that supports strategic decision-making in areas such as pricing, marketing, and investment planning.

To analyze and visualize factors influencing housing sale prices and property characteristics using Tableau. The goal is to understand how features like renovations, house age, and property attributes affect sales patterns for better decision-making in the housing market.

Step-2: Brainstorm, Idea Listing and Grouping

Idea No. Idea Description		Group/Theme	
1	Show total basement area as a KPI	High-level Metrics	
2	Count the number of houses in the dataset	High-level Metrics	
3	Show average sale price as a KPI	High-level Metrics	
4	Bar chart: Sales by years since renovation	Renovation Impact	
5	Pie chart: House age by renovation status	House Age Analysis	

6	Grouped bars: Age by bedrooms/bath/floors	Feature Comparison	
7	Use color for clarity (age, renovation)	Visual Enhancement	

Step-3: Idea Prioritization

Idea Description	Priority	Reason for Priority	
Total Basement Area KPI	High	Key metric; shows property size	
Total Count of Records KPI	High	Indicates dataset volume	
Average Sale Price KPI	High	Crucial for price insight	
Sales by Years Since Renovation (Bar Chart)	High	Reveals renovation trends	
House Age by Renovation (Pie Chart)	Medium	Helps segment property types	
Age by Features (Grouped Bar Chart)	High	Shows trends across features	
Use of Colors and Legends	Medium	Improves readability	