

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20/06/2025
Team ID	LTVIP2025TMID48315
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in 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.

Step 1: Team Gathering, Collaboration and 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 (zipcode groups), and more.

Team Members:

- Team Leader: ThoppiReddi Gari Samyuktha
- Team Member: Shaik Saleem Bhasha
- Team Member: Thiruthani Sarath Kumar Reddy
- Team Member: Banapuram Matam Siva Joshna

Step 2: Brainstorming, Idea Listing and Grouping

S.No	Idea Description	Category
1.	Visualize average sale price by SalePriceBin	Pricing Insights
2.	Analyze impact of number of bedrooms on sale price	Property Features
3.	Explore relationship between Total Area and Price (scatter plot)	Based Pricing
4.	Group insights by Zipcode Clusters	Geographical
5.	Build a Story in Tableau for narrative	Storytelling

Step 3: Idea Prioritization Table

S.No	Idea Description	Impact	Feasibility	Priority
1.	Build a Story in Tableau	High	Medium	High
2.	Group insights by Zipcode Clusters	Medium	Medium	High
3.	Use Tableau dashboard	High	Easy	High
4.	Explore TotalArea vs Price	High	Easy	High
5.	Embed Dashboard in Web Application	High	Hard	Medium