


















Ideation Phase

Brainstorm & Idea Prioritization

Date	11 February 2026
Team ID	LTVIP2026TMIDS74568
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

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

<div>Template</div> <div></div> <div><h3>Brainstorm & idea prioritization</h3></div> <div><p>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.</p></div> <div><div> 10 minutes to prepare</div><div> 1 hour to collaborate</div><div> 4 team members</div></div>	<div><div>●</div><div>Before you collaborate</div><div>A little bit of preparation goes a long way with this session. Here's what you need to do to get going.</div><div> 10 minutes</div></div> <div><div> 1</div><div>Team gathering</div><div>Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.</div></div> <div><div> 2</div><div>Set the goal</div><div>Think about the problem you'll be focusing on solving in the brainstorming session.</div></div> <div><div> 3</div><div>Select the problem statement</div><div>Analyze the assigned problem statement thoroughly</div></div>	<div><div>1</div><div>Define your problem statement</div><div>Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau</div><div> 5 minutes</div></div> <div><div> PROBLEM</div><div>How might we Visualize Housing Market Trends: An Analysis of Sale Prices and Features using Tableau?</div></div> <div><div> KEY RULES</div><div>Key rules of brainstorming</div><div>To run an smooth and productive session</div><div><div> Stay in topic.</div><div> Encourage wild ideas.</div><div> Defer judgment.</div><div> Listen to others.</div><div> Go for volume.</div><div> If possible, be visual.</div></div></div>

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Tip
You can stick a sticky note and write several words to quickly start to start thinking.

6. for data
Analyze the document and calculate the average sales and get an understanding of the pattern.

7. for data
Analyze the dataset and see the effect of different features like no. of bedrooms, bathrooms on the house prices over the years.

8. for data
Based on the dataset get an idea on distribution of House Age by Renovation Status.

9. for data
Compare the house prices over the years and predict the pattern.

2 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

10 minutes

Tip
Add a sticky note to each group to make it easier to find, name, explain, and categorize the information in the cluster when you find it.

1. Clean and preprocess the downloaded dataset

2. Create some visualizations so that the customers can easily understand the underlying patterns.

3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Tip
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the letter pointer holding the H key on the keyboard.

Importance
If each of these ideas would get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which ideas are more feasible than others? (cost, time, effort, complexity, etc.)

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