Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS28502
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

As we brainstormed ideas for the Housing Market Visualization project, our team actively participated in discussing various approaches for analysing and presenting housing data using Tableau. Each team member contributed ideas related to data visualization techniques, dashboard design, and analytical methods. Similar ideas were grouped together to identify key analytical objectives and ensure a structured approach toward solving the problem. Once all ideas were shared, we organized the concepts into meaningful categories based on their analytical and functional relevance. Each group was assigned a clear label to represent its focus area—such as Data Preparation, Visualization Development, Dashboard Design, and Insight Generation. This structured brainstorming process provided clarity on the project's main analytical components and helped the team effectively prioritize tasks, ensuring a systematic transition into project planning, dashboard creation, and implementation phases.

Link:

https://app.mural.co/t/visualizinghousemarkettrends6575/m/visualizinghousemarkettrends6575/1771311142317/e24654dd587edfdf90c921403e536b44df1ae60d?sender=u47c9bca3661e3dc3996a2844

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

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

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Write down ideas that help address the housing market analysis problem statement and support effective visualization using Tableau. The team discussed various analytical approaches, visualization techniques, and dashboard components that can present housing data in a meaningful and interactive way.

🕐 10 minutes

Mathineni Karthik

| KPI indicators | number of houses | average sale price |
| total basement area | | |

Shaik Saida

| analyzing the ownership | renovation status and sale price | bar charts |
| pie charts | how variable changes | |

Ravulapalli Hemachand

| visualizing house age distribution | structural features | number of bedrooms |
| bathrooms | floors | |

Vekeda Srinu

| interactive dashboard | filters | sale price |
| house age | Tableau Story | Flask integration |

3

Group ideas

After listing all ideas, the team grouped similar concepts into meaningful analytical categories. These groups helped define the main components of the Tableau project and ensured organized implementation.

🕐 20 minutes

1. Data Preparation and Understanding

Includes reviewing the dataset, identifying important columns, and preparing data for visualization in Tableau.

2. Visualization Development

Includes creating charts such as bar charts, pie charts, and KPI indicators to analyze sale price, renovation impact, and housing features.

3. Dashboard Design and Interactivity

Includes combining multiple visualizations into a single interactive dashboard with filters for better user experience and analysis.

4. Story Creation and Insight Presentation

Includes creating a Tableau Story to present findings step-by-step and help users understand housing market trends clearly.

5. Publishing and Web Integration

Includes publishing the dashboard to Tableau Public and integrating it into a web application for easy access and demonstration.

Step-3: Idea Prioritization

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Prioritize

The team evaluated all the brainstormed ideas to determine which components were most important and feasible for successful implementation of the housing market visualization project.

🕐 20 minutes

Importance

Ideas with high importance were those that directly contributed to understanding housing market trends and influencing factors affecting sale prices. These included creating KPI indicators such as average sale price and total house count, visualizing the relationship between renovation status and sale price, and analyzing house age distribution

Feasibility

Ideas with high feasibility were those that could be effectively implemented using Tableau's visualization capabilities and the available dataset without requiring complex preprocessing or additional data sources. These included developing bar charts, pie charts, KPI summaries, interactive filters, and dashboards.