

Ideation Phase

Brainstorm & Idea Prioritization

Date	13/06/25
Team ID	LTVIP2025TMID51568
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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 Problem Statement

Our team came together to explore key challenges faced by toy manufacturers, particularly the need to understand how production patterns, seasonal trends, and demographic preferences influence toy manufacturing outcomes. After evaluating multiple domains such as market trend forecasting, seasonal demand shifts, regional performance, and consumer behavior, we finalized our goal: to uncover actionable insights using Tableau that could assist manufacturers, marketers, and business strategists in optimizing decisions.

The focus of our project was to analyze U.S. toy manufacturer data from 2005 to 2016 and visually explore how different states, years, and production levels affect the overall industry.

Problem Statement:

How can toy manufacturing trends, production behavior, and regional insights be visualized and analyzed using Tableau to identify patterns, support business decision-making, and enhance competitiveness in the toy industry?

Team Members:

- Team Leader: Prasanna Lakshmi Nandeti
- Team Member: Madike Hari Chandana
- Team Member: Korapati Johnson
- Team Member: M Revanth

Step 2: Brainstorming, Idea Listing and Grouping

S.No	Idea Description	Category
1	Visualize number of toy manufacturers by year	Trend Analysis
2	Analyze how the number of manufacturers varies across states	Geographical Insights
3	Explore the relationship between index values and manufacturer count	Index-Based Grouping
4	Compare manufacturer counts using Index (binning) and dual-axis charts	Distribution Analysis
5	Use pie chart to represent top states by index values	Regional Representation
6	Add calculated field for Index (bin) to support comparative analysis	Data Binning & Prep
7	Create filters for State and Year in dashboard	Interactive Controls
8	Build line chart to show trends in manufacturing across time	Temporal Analysis
9	Develop a Tableau Dashboard to unify visuals and insights	Dashboard Design
10	Add a multi-scene Tableau Story to walk users through the insights	Storytelling & Reporting
11	Export visuals as images and embed in Flask web app	Deployment & Integration
12	Include dropdown filters in dashboard for easy exploration	User Interaction / UX

Step 3: Idea Prioritization Table

S.No	Idea Description	Impact	Feasibility	Priority
1	Visualize toy manufacturer count by year	High	Easy	High
2	Analyze manufacturer distribution across states	High	Easy	High
3	Explore relationship between Index and Manufacturer Count	High	Easy	High
4	Use Index (bin) with dual-axis chart for detailed breakdown	High	Medium	High
5	Show top states using pie chart	Medium	Easy	Medium
6	Add calculated field: Index (bin) for grouped analysis	Medium	Easy	High
7	Create filters for Year and State	High	Easy	High
8	Build a Tableau dashboard combining key insights	High	Easy	High
9	Develop a Tableau Story with scene-based narration	High	Medium	High
10	Export visualizations as images for Flask integration	Medium	Medium	Medium
11	Embed static dashboard visuals into a Flask web app	High	Medium	Medium
12	Use interactive filters in dashboard for dynamic exploration	High	Easy	High