

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID50882
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 Select the Problem Statement

1

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
5 minutes

PROBLEM
ToyCraft Tales: Tableau's vision into toy manufacturer data
Industry generates complex sales data across branches, making it hard to extract insights manually.
This project uses Tableau to visually analyze and interpret sales trends, customer behavior, and product performance for better decision-making.

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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 select a sticky note and hit the pencil icon to sketch, icon to start drawing.

Brainstorm,Idea Listing and Grouping

1. Sales Performance

Analysis Track sales by city, branch, product category, and time. Identify best-selling and underperforming toy categories. Spot seasonal trends and peak purchase periods.

1. Operational Efficiency

Monitoring Analyze sales and gross income per branch. Compare actual sales vs. potential across cities. Help allocate marketing or stocking efforts efficiently.

Customer Segmentation

Insights Understand purchase patterns based on gender, customer type (Member/Normal), and payment method. Identify customer groups that drive more revenue.

2. Inventory Trend

Visualization Use sales quantity and COGS to find slow-moving or overstocked product lines. Support demand forecasting based on historical sales.

3

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.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

1. Sales Insights Group

Goal: Understand toy sales trends across branches and cities. **Tasks:**

- Collect and clean sales data (Branch, City, Date, Product Line).
- Build Tableau dashboards to track best-selling categories, sales trends over time, and city-wise performance.
 - Identify top-performing branches and seasonal sales spikes.

2. Inventory Visualization Group

Goal: Enhance toy inventory decision-making using sales data.

Tasks:

- Use quantity sold and COGS to identify slow- and fast-moving items.
 - Visualize overstocked or understocked products by category.
- Recommend restocking or clearance strategies based on Tableau insights.

3. Customer and Market Behavior Group

Goal: Analyze customer preferences and behavior for targeted strategies.

Tasks:

- Segment customers by gender, type (Member/Normal), and payment mode.
- Use Tableau to show which products are popular among specific groups.
- Recommend product placements or promotions based on demographic insights.

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 laser pointer holding the **H** key on the keyboard.

