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

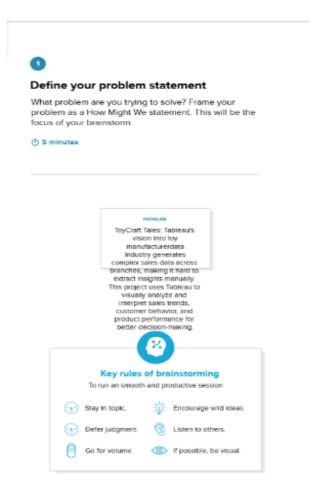
Brainstorm & Idea Prioritization Template:

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.

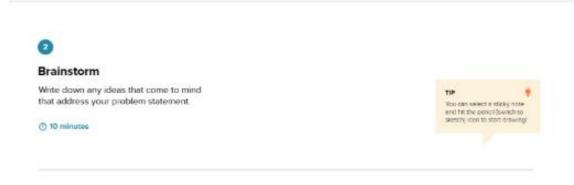
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

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



Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm, Idea Listing and Grouping

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



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 and break it up into smaller sub-groups.

ch 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browne, organize, and catagorize 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 citywise 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

