

Ideation Phase

Brainstorm & Idea Prioritization

Date	15 february 2026
Team ID	LTVIP2026TMIDS61809
Project Name	Toy craft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:


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

Template



Brainstorm & idea prioritization

In the *ToyCraft Tales* project, the team brainstormed ideas on sales, inventory, and customer trends, then prioritized them using Mural's Impact vs Effort matrix. Quick wins like top-selling toys and age-based sales were selected for early Tableau dashboards, while deeper insights like profit margins were planned for later. This kept the focus on high-impact, easy-to-build visuals.

- ⌚ 10 minutes to prepare
- 👥 1 hour to collaborate
- 👤 2-8 people recommended

1

Before you collaborate

Align on project goals, understand the available toy data, and define target users. Make sure everyone is ready to brainstorm insights that support better decisions through Tableau

⌚ 10 minutes

2

Team gathering

Bring together toy designers, data analysts, sales, and product managers to align on goals and explore insights that improve toy production and sales using Tableau

3

Set the goal

Use Tableau to analyze toy sales, production, and customer trends—helping the team make smarter decisions about what toys to produce, where to sell, and how to improve performance.

4

Learn how to use the facilitation tools

Familiarize the team with tools like **Mural** for idea sharing and **Tableau** for visualizing toy data. These tools help structure collaboration and turn toy sales and production insights into clear, actionable dashboards.

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1

Define your problem statement

Which toy categories are underperforming across branches, and how can we optimize production and inventory using Tableau insights?

⌚ 5 minutes

PROBLEM

How might we identify underperforming toy categories to improve production and inventory planning?

Key rules of brainstorming

To run a smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

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

Sales Analyst

- Identify toy categories with lowest monthly sales
- Compare sales by toy type across branches
- Show year-over-year decline in specific toy categories
- Create a dashboard highlighting best vs worst-selling toys

Marketing Analyst

- Compare campaign performance to toy sales
- Identify toys with low online engagement but high production
- Track customer reviews for poorly performing toys
- Map regional interest in low-selling toys

Inventory Manager

- Match high inventory with low sales by toy category
- Flag toys that remain unsold beyond 90 days
- Visualize warehouse stock levels by toy type
- Track restock frequency vs sales for slow-moving toys

Store Manager

- Check shelf time per toy category
- Track discounts offered on slow-moving toys
- Compare weekend vs weekday sales for underperforming toys

Product Manager

- List toys with high production cost but low demand
- Analyze return rates by toy category
- Find age groups not engaging with certain toys
- Highlight toys discontinued due to low performance

Customer Insights Specialist

- Collect customer feedback on toys with poor sales
- Segment sales data by customer type (member vs. nonmember)
- Match toys to satisfaction scores and complaints
- Identify toy types bought but often returned by first-time buyers

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: You can select a sticky note and re-position it to better group it with others.

Tip: Add customer tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

The team's ideas to address underperforming toy categories were grouped into five key areas. Under **Sales Performance**, ideas included identifying low-selling toy categories, comparing sales across branches, and segmenting by customer type. In **Inventory & Stock Issues**, the focus was on matching unsold stock with sales data, tracking shelf time, restock frequency, and discount trends. **Product Quality & Returns** covered high-cost low-demand toys, frequent returns, and discontinued items. **Customer & Market Feedback** included analyzing feedback, satisfaction scores, age group engagement, and regional interest. Finally, **Marketing & Promotion** ideas looked at campaign impact and online engagement for poorly performing toys. These grouped insights will guide dashboard priorities in Tableau.

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 take over their cursors to point at where sticky notes should go on the grid. The facilitator can continue the task by using the laser pointer holding the H key on the keyboard.

Importance

Finding low-selling toys and managing inventory is very important for business decisions.

Feasibility

It's easier to do sales and inventory tracking than return or feedback analysis.