# Ideation Phase Brainstorm & Idea Prioritization Template

Date	23 June 2025
Team ID	LTVIP2025TMID20803
Project Name	Strategic Product Placement Analysis: Unveiling
	Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

### **Brainstorm & Idea Prioritization Template:**

This brainstorming and idea prioritization template is designed to generate and organize solutions for the key problem statement:

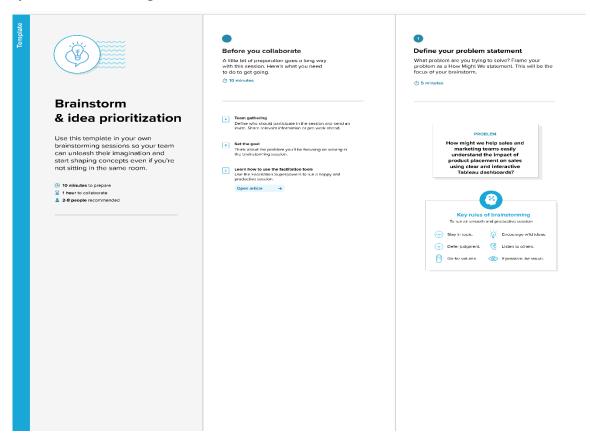
"How might we create a centralized, visual, and interactive Tableau solution that helps retail managers and analysts understand the impact of product placement on sales?"

By involving all four team members—each with different roles and perspectives—we collected diverse ideas ranging from data visualization techniques to user experience improvements and system automation. These ideas were then grouped into common themes such as **Interactive Visualization**, **Analytics Tools**, **Performance Monitoring**, and **Stakeholder Access**.

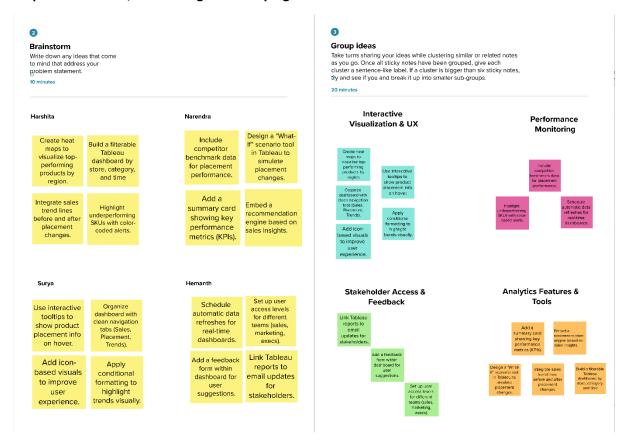
To ensure efficient execution, the ideas were prioritized into three levels:

- High Priority for immediate implementation with high impact,
- Medium Priority for enhancements that add value,
- **Low Priority** for future improvements or nice-to-have features.

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



#### Step-2: Brainstorm, Idea Listing and Grouping



## Step-3: Idea Prioritization



#### 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

