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

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Brainstorm
Write down any ideas that come to mind that address your problem statement.

10 minutes

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 and break it up into smaller sub-groups.

20 minutes

Harshita

- Create heat maps to visualize top-performing products by region.
- Build a filterable Tableau dashboard by store, category, and time
- Integrate sales trend lines before and after placement changes.
- Highlight underperforming SKUs with color-coded alerts.

Narendra

- Include competitor benchmark data for placement performance.
- Design a "What-If" scenario tool in Tableau to simulate placement changes.
- Add a summary card showing key performance metrics (KPIs).
- Embed a recommendation engine based on sales insights.

Surya

- Use interactive tooltips to show product placement info on hover.
- Organize dashboard with clean navigation tabs (Sales, Placement, Trends).
- Add icon-based visuals to improve user experience.
- Apply conditional formatting to highlight trends visually.

Hemanth

- Schedule automatic data refreshes for real-time dashboards.
- Set up user access levels for different teams (sales, marketing, execs).
- Add a feedback form within dashboard for user suggestions.
- Link Tableau reports to email updates for stakeholders.

Interactive Visualization & UX

- Create heat maps to visualize top-performing products by region.
- Use interactive tooltips to show product placement info on hover.
- Organize dashboard with clean navigation tabs (Sales, Placement, Trends).
- Apply conditional formatting to highlight trends visually.
- Add icon based visuals to improve user experience.

Performance Monitoring

- Include competitor benchmark data for placement performance.
- Highlight underperforming SKUs with color-coded alerts.
- Schedule automatic data refreshes for real-time dashboards.

Stakeholder Access & Feedback

- Link Tableau reports to email updates for stakeholders.
- Add a feedback form within dashboard for user suggestions.
- Set up user access levels for different teams (sales, marketing, execs).

Analytics Features & Tools

- Add a summary card showing key performance metrics (KPIs).
- Embed a recommendation engine based on sales insights.
- Design a "What-If" scenario tool in Tableau to simulate placement changes.
- Integrate sales trend lines before and after placement changes.
- Build a filterable Tableau dashboard by store, category, and time

Step-3: Idea Prioritization

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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

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

- Use interactive tooltips to show product placement info on hover.
- Build a filterable Tableau dashboard by store, category, and time
- Integrate sales trend lines before and after placement changes.
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Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)