



# Brainstorm & idea prioritization

Crude-Oil Price Prediction

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

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## Before you collaborate

Team Members and the Goal Selection.

10 minutes

- A** Team gathering  
Sankaranarayan M - Team Leader  
Srinivasan K - Team Member  
Tarun S - Team Member  
Vanavan M - Team Member
- B** Set the goal  
The objective is to develop a model based on artificial intelligence and machine learning that performs better than the current one with an industry-level standard.
- C** Point of Order  
The goal set should be approved and appreciated to perform modelling and forecasting.  
[Open article](#)

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

Governments, public and private enterprises, investors needs a way to predict the crude oil price so that they can see the fluctuations of crude oil price to understand the impact on global economics and minimize the risk associated with volatility in oil prices.

2

## Brainstorm

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

10 minutes

### Ritunjay M

- Interpolation for Missing Data
- Error Metrics can be analyzed
- Sav-Gol Filter for Smoothening.
- Isolation Forest Outlier Detection for Irrelevant Features

### Pradeep V

- Demand and Supply Equilibrium for prediction
- Forecasting using GDP, and Prices.
- Resampling for improved efficiency.
- Macro-economic and Market Data for Fine-tuning.

### Munish Kumar S

- Feature Scaling by Minmax Normalization
- Moving Average for Trend Decision
- mlforecast for Time-Series Forecasting
- Exponential Smoothing Methods emphasises accuracy

### Praveen Raagul R

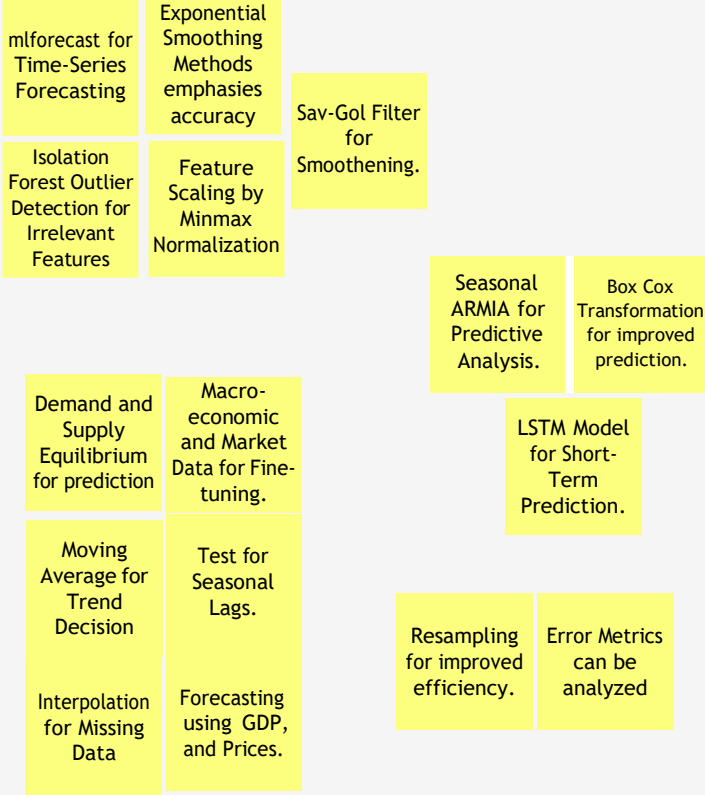
- Test for Seasonal Lags.
- Box Cox Transformation for improved prediction.
- LSTM Model for Short-Term Prediction.
- Seasonal ARIMA for Predictive Analysis.

3

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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



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



## After Thoughts

Through this phase, we have identified the motifs and involved ourselves in the ideation phase and initiated the brainstorming session providing ideas for the execution of the constraints.

### Quick add-ons

- A** Share the mural  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B** Export the mural  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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See a finished version of this template to kickstart your work.

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