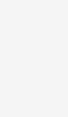


Brainstorm & Idea Prioritization

Global Sales Data Analytics







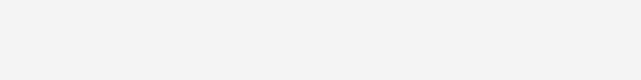


Brainstorm

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

① 10 minutes

Ashwini Athreya		eya Vaishnavi Che	ellappa Mathangg	i Aman Jain
	Make a interactive user friendly dashboard	Top competitors and how they compare	Revenue based on a geographical region	Sales year over year growth
	Insights about market scope	Average order size	Aids company decisions	Pricing to maximize customer base
	Key factors that affect profit and growth	Analyze consumer sentiment	Incentives for consumer loyalty	Marketing techniques used for better reach
	Help formulate tangible goals	Real time streaming and updates	Get actionable reports periodically	Strategic pricing based on supply and demand
	Lower customer acquisition cost	Performance review process	Customer segmentation based on preferences	Revenue goals per area





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.

① 20 minutes



ales year ver year growth

Average order siz Real time streaming and updates

friendl interaction

Actionable reports periodically

DEMAND AND SUPPLY

Pricing to maximize customer base

Pricing products based on the demand an supply gap

MAKINO

Predict customers by using prior data as a precedent

Incentives to have been successful the past to improve low

Marketing techniques th work best for region based past data

Formulation of tangible goals