Ideation Phase
Brainstorm & Idea Prioritization

Date	19 September 2022
Team ID	PNT2022TMIID16725
Project Name	Global Sales Data Analytics
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

Team Gathering, Collaboration and Selecting the Problem Statement

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Brainstorm

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

⏱ **10 minutes**

TIP 💡

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

KANDASAMY S

Selection of required metrics in the dataset	Choose the right dataset	Using sales forecast	Lead Generation	Simple analytics tool
marketing through campaign	Find the perfect analytics tool	Find the useful data	search for cold leads	Understandable Templates

YUVARAJ S

CRM platform for data storage	Let the dashboard be narrative	preparing the dataset	Identify bottlenecks	Let it be simple
Opting for right analytics tool	Build relationship with past customer	Go through the dataset carefully	Don't use more colors in chart	Select the right type of chart

MANIKANDAN K

Advertising	Awarding points and rewards	Get feed back	Gain trust from customers	Have distributors around various locations
Good quality product	Understand the market	Provide rewards and discounts	Online portal maintenance	Make customers world wide

SARVESH V

Quality assurance	Supply chain efficiency	Feedback mechanism	Targeting customers	Discount and free shipping
User friendly interface	customer targeting	Application	methods to improve sales	Maintaining stocks

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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**

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Choosing the selective metrics present in our dataset to attain success

collect data for analysis

Predict trends

Fast and reliable website

Marketing tools

Gaining trust from customers

Online portal maintenance

Maintaining stocks

Selection of Right Sales Analytics Tool

Find the useful data

User friendly interface

Maintaining stocks

Provide rewards and discounts
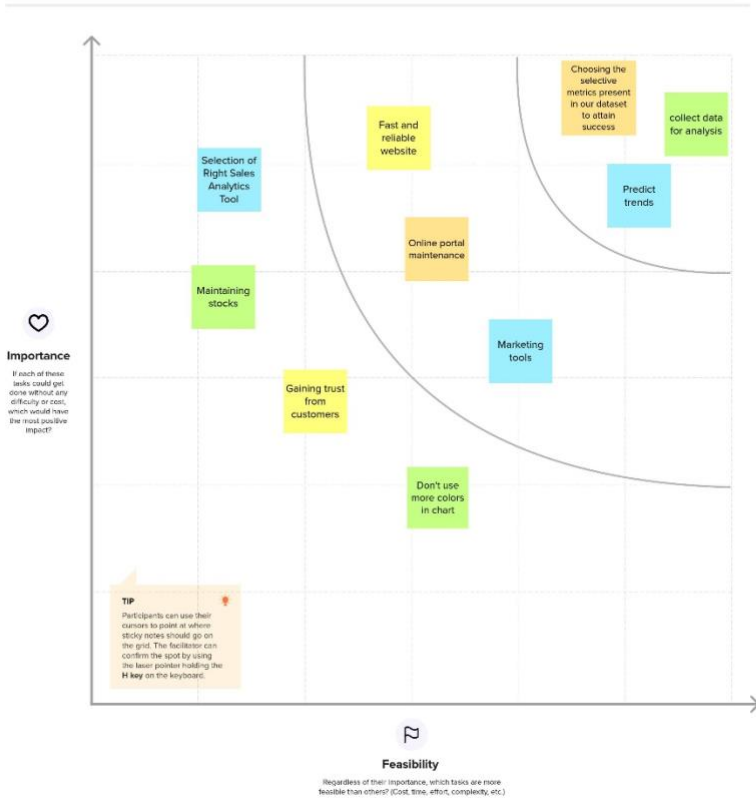
Go through the dataset carefully

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?

Choosing the selective metrics present in our dataset to attain success

collect data for analysis

Fast and reliable website

Selection of Right Sales Analytics Tool

Predict trends

Online portal maintenance

Maintaining stocks

Marketing tools

Gaining trust from customers

Don't use more colors in chart

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

→

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

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 →

💬 Share template feedback