

Ideation Phase

Date	19 October 2022
Team Id	PNT2022TMID06781
Project Name	GLOBAL SALES DATA ANALYTICS
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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

Problem statement : To make a sales pattern analysis and customer analysis which would be leading to more accurate forecasting and quotas.

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

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➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1

Define your problem statement

The main objective of this project is to make a sales pattern analysis and customer analysis which would be leading to more accurate forecasting and quotas.

🕒 5 minutes

PROBLEM

How might we make a sales pattern analysis and customer analysis which would be leading to more accurate forecasting and quotas?

2


Key rules of brainstorming

To run a smooth and productive session

🗣️ Stay in topic. 💡 Encourage wild ideas.

👂 Defer judgment. 👂 Listen to others.

🗣️ Go for volume. 👁️ If possible, be visual.



Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#) ➔

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

Dash Santosh S

interactive dashboard	simple ui
ai based prediction	making good prediction

Abinisha E

Less data more accuracy	competitor analysis
Product Matching	Market Based Analysis

Abi Priya V

Optimize pricing of the Products	Increase purchase
Revenue Acceleration	

Janani Devi R

Personalize recommendations for your customers	Forecast inventory for the next season
Measure the marketing	Personalize the customer's shopping experience

Jayaprakash M

accuracy in data	easy accessible
data can be modified easily	data altered easily

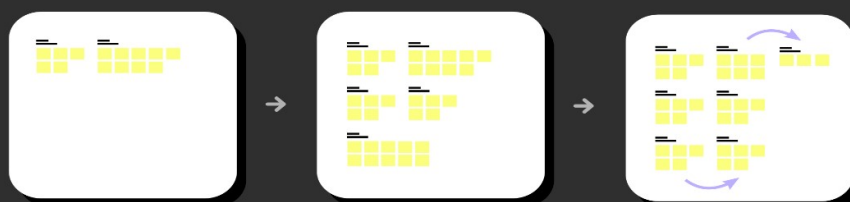
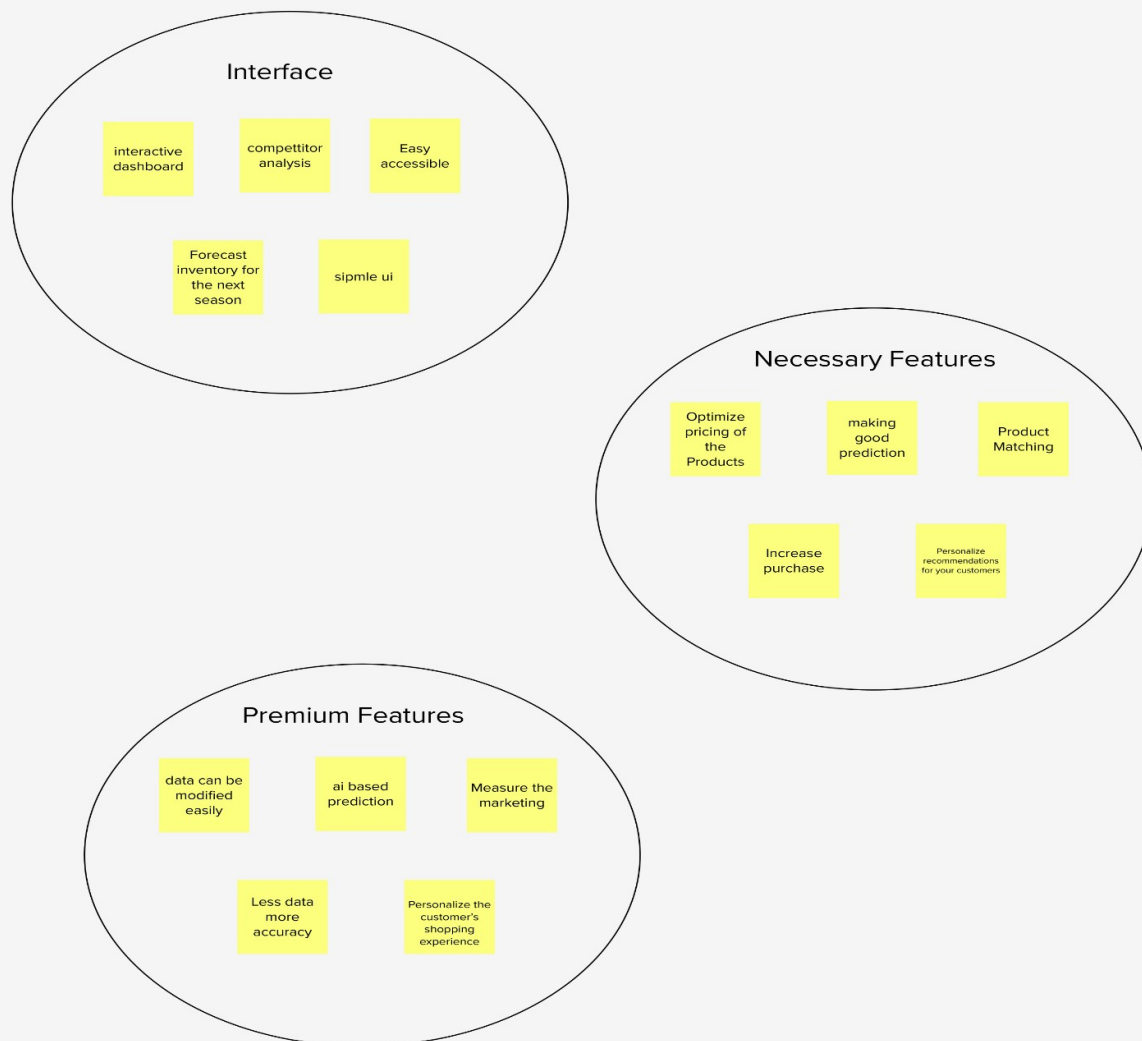


3

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 can break it up into smaller sub-groups.

🕒 20 minutes



Step-3: Idea Prioritization

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

