Ideation Phase

Date	19 October 2022
Team Id	PNT2022TMID41611
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

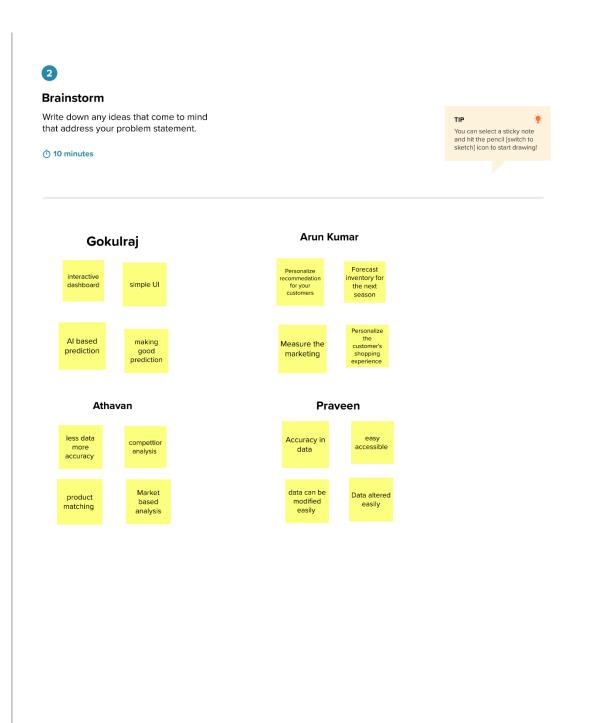
Problem statement : To make a sales pattern analysis and customer analysis which would be leading to more accurate forecasting and quotas.



PROBLEM

To improve the sales according to the customer demand and also for improvement of company growth

Step-2: Brainstorm, Idea Listing and Grouping



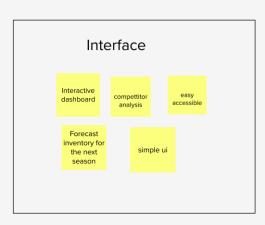
Step-3: Idea Prioritization

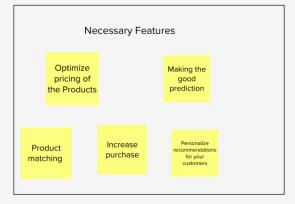


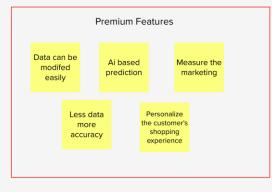
Group ideas

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.

① 20 minutes







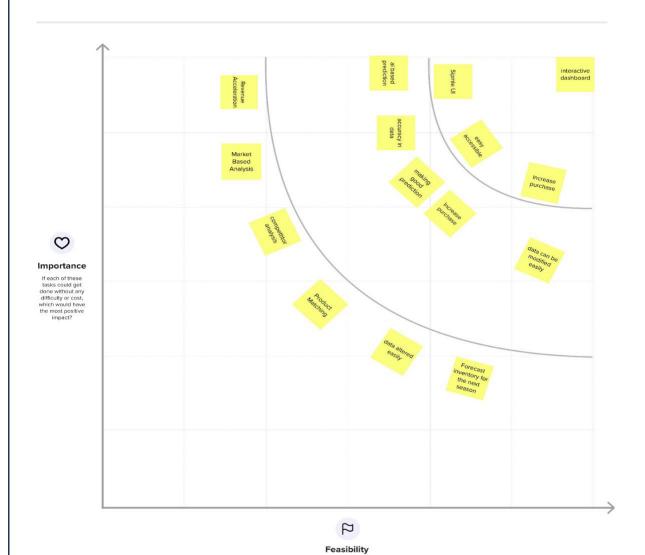
Step-4:



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.

① 20 minutes



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

