

## 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.

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#### 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

#### PROBLEM

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

## Step-2: Brainstorm, Idea Listing and Grouping

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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!

#### Gokulraj

interactive dashboard

simple UI

AI based prediction

making good prediction

#### Arun Kumar

Personalize recommendation for your customers

Forecast inventory for the next season

Measure the marketing

Personalize the customer's shopping experience

#### Athavan

less data more accuracy

competitor analysis

product matching

Market based analysis

#### Praveen

Accuracy in data

easy accessible

data can be modified easily

Data altered easily

## Step-3: Idea Prioritization

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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

#### Interface

Interactive  
dashboard

competitor  
analysis

easy  
accessible

Forecast  
inventory for  
the next  
season

simple ui

#### Necessary Features

Optimize  
pricing of  
the Products

Making the  
good  
prediction

Product  
matching

Increase  
purchase

Personalize  
recommendations  
for your  
customers

#### Premium Features

Data can be  
modified  
easily

AI based  
prediction

Measure the  
marketing

Less data  
more  
accuracy

Personalize  
the customer's  
shopping  
experience

## Step-4:

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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

