Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID17956
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.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.

Reference:
https://app.mural.co/t/globalsalesdata7036/m/globalsalesdata7036/1663419453115/5987981e71a32f0d8dc1fd7a291baf82bd41d5b7?sender=ucaeb6b7815c6aa6263ce8788

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

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

Thirumalai Boobathi B

Analyze the profit of products	Analyze the sales by season	Analyze the behaviour of differnet customers
Analyze the type of product got more profit	Analyze the sales require less cost for transportation	

Monesh Kumar M

Analyze category wise sales	Analyze sales by product priority	Analyze profit in particular region
Analyze customer sales behaviour	Analyze sales by month	

Vignesh T

Analyze product sales by particular period of time	Analyze the behaviour of customer by city	Analyze sales by total number of products bought
Analyze sales by Category of products	Analyze the type of customer	

Manoj Kumar D

Analyze the profit for each category of product	Analyze discount of product	Analyze the profit
Analyze sales by location	Analyze customer category	

Mohamed Younush N A

Analyze sales in different region	Analyze the cost and profit of product	Analyze sales by both product and customer types
Analyze the cost to sell product	Analyze the sales in special occation	

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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.

⏱ **20 minutes**

Analyze based on time

Analyze the sales by season	Analyze sales by month
Analyze product sales by particular period of time	Analyze the sales in special occation

Analyze based on Location

Analyze the behaviour of customer by city	Analyze sales by location
Analyze sales in different region	

Analyze based on product category

Analyze the type of product got more profit	Analyze sales by total number of products bought	Analyze the profit for each category of product
Analyze category wise sales	Analyze sales by Category of products	Analyze sales by product priority

Analyze based on profit

Analyze the profit of products	Analyze the profit
Analyze discount of product	Analyze the cost and profit of product

Analyze based on Customer

Analyze the behaviour of differnet customers	Analyze the type of customer	Analyze sales by both product and customer types
Analyze customer category	Analyze customer sales behaviour	

Analyze based on Expenditure

Analyze the sales require less cost for transportation	Analyze the cost to sell product

Step-3: 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?

- Analyze the type of product got more profit
- Analyze sales by total number of products bought
- Analyze sales by Category of products
- Analyze product sales by particular period of time
- Analyze sales in different region
- Analyze the profit
- Analyze the profit for each category of product
- Analyze sales by month
- Analyze sales by both product and customer types
- Analyze the profit of products
- Analyze sales by location
- Analyze the behaviour of customer by city
- Analyze the sales by season
- Analyze customer sales behaviour
- Analyze the type of customer
- Analyze the sales in special occation
- Analyze customer category
- Analyze discount of product
- Analyze the behaviour of differnet customers
- Analyze category wise sales
- Analyze the cost and profit of product
- Analyze sales by total number of products bought
- Analyze sales by product priority
- Analyze the sales require less cost for transportation
- Analyze the cost to sell product

Feasibility

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