

# 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

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

[Share template feedback](#)

➔

**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**

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

How might we analyze the sales data to increase profit?



**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.

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

2

### 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!

#### Thirumalai Boobathi B

- Analyze the profit of products
- Analyze the sales by season
- Analyze the behaviour of different 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 occasion

3

### 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 can 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.

#### 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 occasion

#### 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 different 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

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

#### 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.

