# Ideation Phase Brainstorm & Idea Prioritization Template

Date	19 September 2022
Team ID	PNT2022TMID13572
Project Name	Global Sales Data Analytics
Maximum Marks	4 Marks

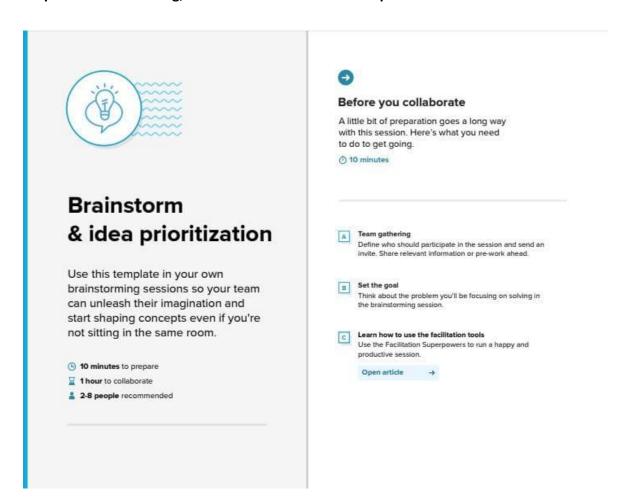
#### **Brainstorm & Idea Prioritization Template:**

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: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

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





## 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.



#### **PROBLEM**

Online shopping websites get flooded with voluminous amount of sales data everyday. Processing, analyzing and and communicating this data are a challenge. Hence understanding these things like, customer Analysis and product analysis is essential.



Step-2: Brainstorm, Idea Listing and Grouping



## **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!

#### Pragatheeswari V

Dynamic and Real time	Growth analysis	Observe and make small decisions
Better Decision	Qualified Technical Support	Economic

#### Navina S

Better Prediction	Easy deliverable process in sales	Better Customer Support
Better Customer Support	Can predict loss	Affordable Subscriptions

#### Nivethika M

Simple UI	Sales analytics	Predictive analytics
Better for Budget	Visualization is made easier	Sales will productive

### Shyamala R

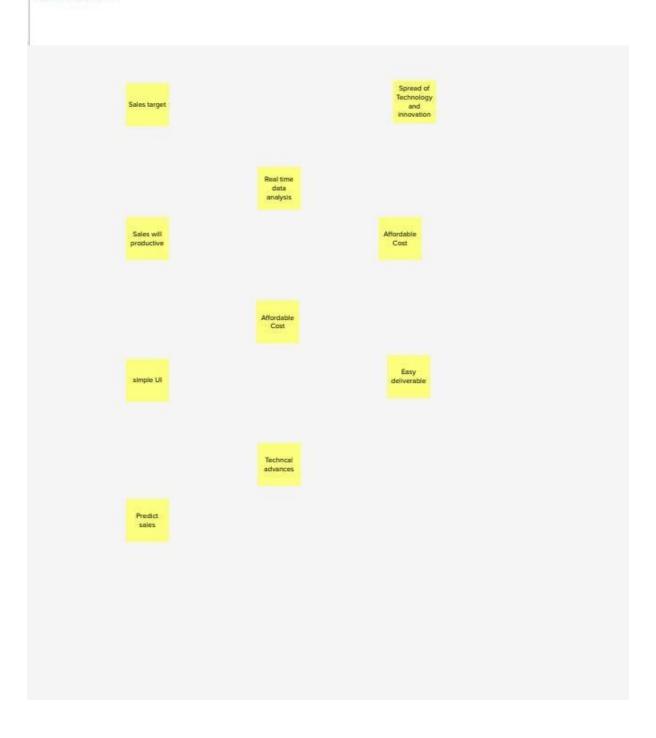
Increase Productivity	Development of global sales	Give full analysis
Satisfies target audience	Low bit rate	Predict future anlaysis



## **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





#### 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

