

Ideation Phase

Brainstorm & Idea Prioritization Template

Team ID	PNT2022TMID43381
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

Global Sales analytics refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. It uses different metrics and KPIs to plan an efficient sales model that generates higher revenue for the business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. One way to measure performance is with sales analytics.

Step-2: Brainstorm, Idea Listing and Grouping

- Creating an API for open access of the Analytics data.
- Avoid cluttered UI components.
- Responsive Design for every screen size
 - Choosing a modern and legible color theme.
- Cleaning the input data properly.
- Deciding the graphs/analytical components to work with.
- Do not bombard user with Information, and make it easy to swallow.

Creating a presentation of the whole analytics.

- Proper understanding of given data and its structure.
- Making the analytics modular by using data files with same format, and comparing 2 files of same structure.
- Making the analytics available for multiple devices and platforms.

Creating a Detailed Report.

- Manual Insights for each interaction.
- Minimal animations to give better UX.
- Creating a cool grid based design.

Selected 3 IDEA

- Creating an Interactive Dashboard. ☐
Responsive Design for every screen sizes.
- Manual Insights for each interaction.

Step-3: Idea Prioritization

