

1 Define your problem statement

What problem are you trying to solve ? Frame your problem as a How We statement . This will be the focus of your brainstorm

problem

How can we convert raw sales data into insights to help both sales and growth of a E-commerce Business and also help in better decision making



key rules of brainstorming

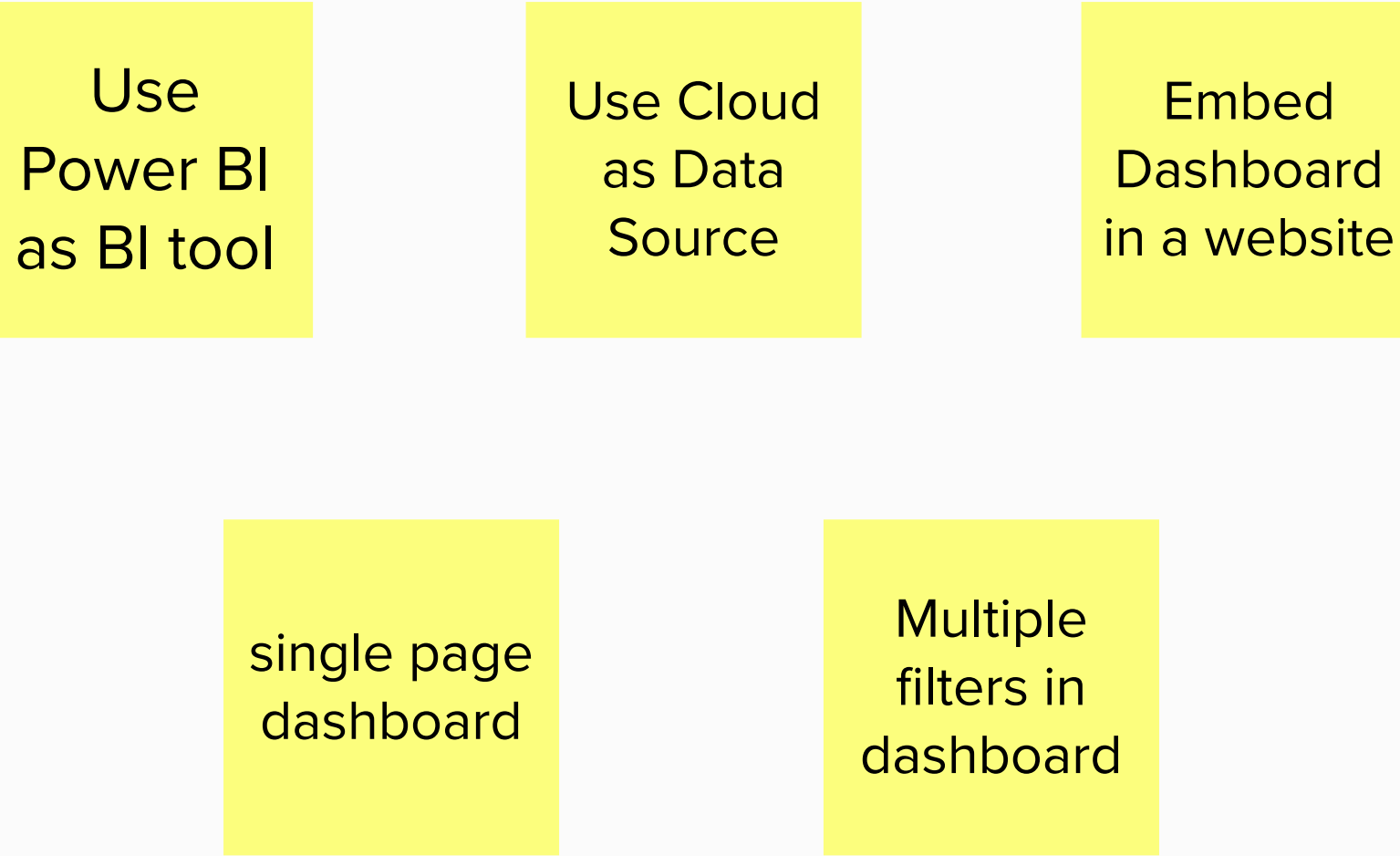
To run an smooth and productive session

- ☑ stay in topic
- ☑ Encourage wild ideas.
- ⌚ Defer judgment.
- 👂 Listen to others.
- ✍ Go for volume
- 👁 If possible , be visual

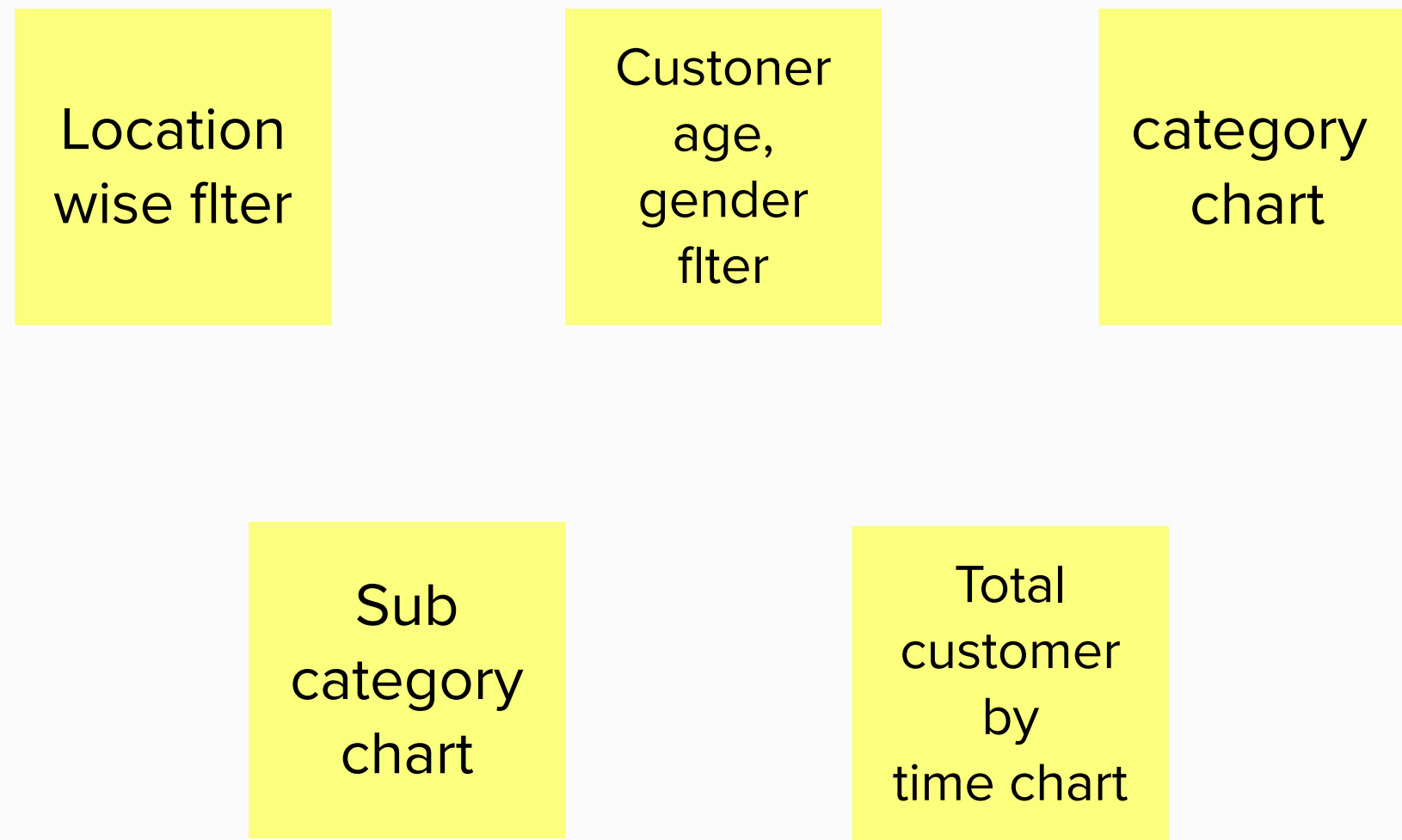
2 Brainstorm

Write down any ideas that come to mind that address your problem statement

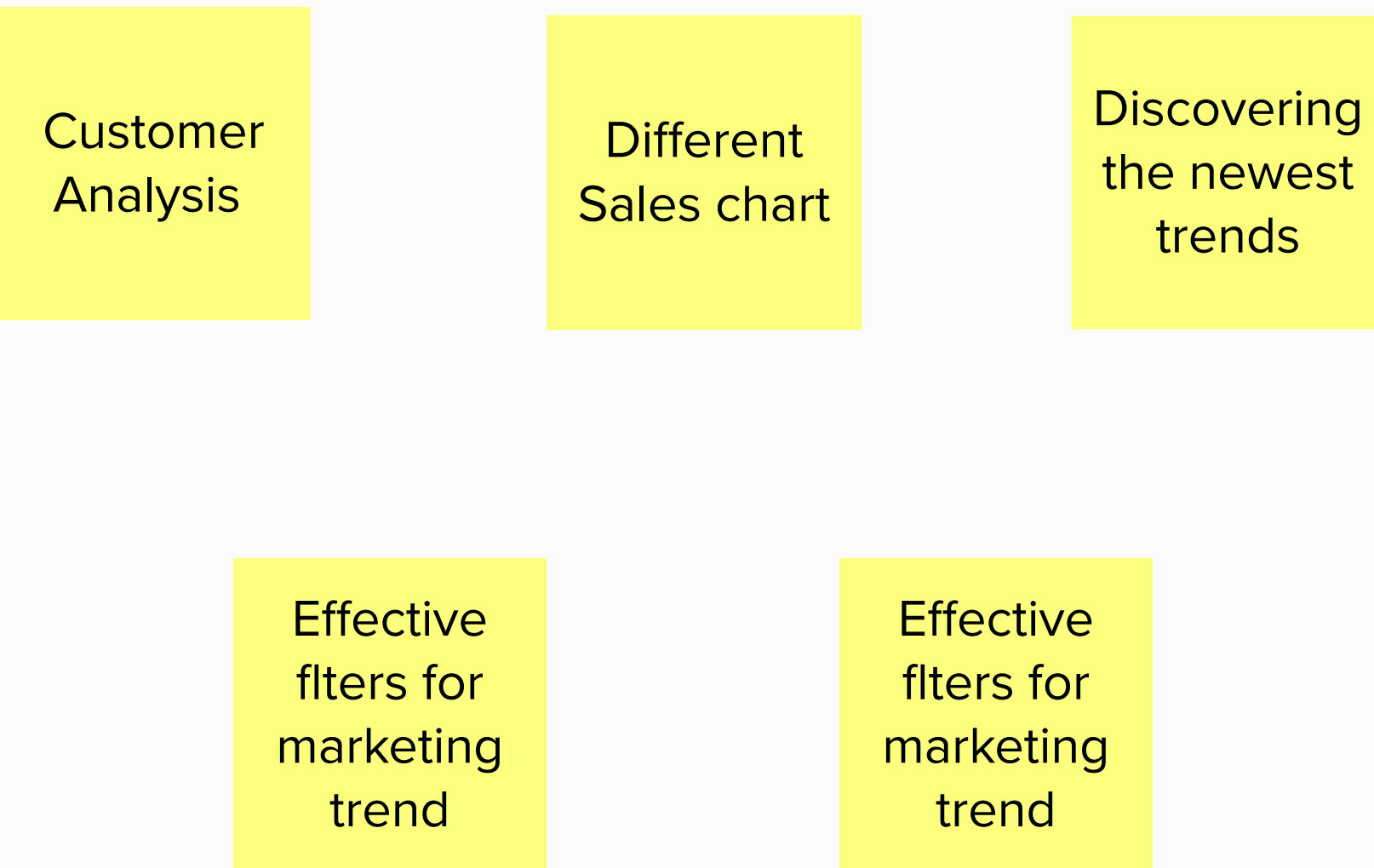
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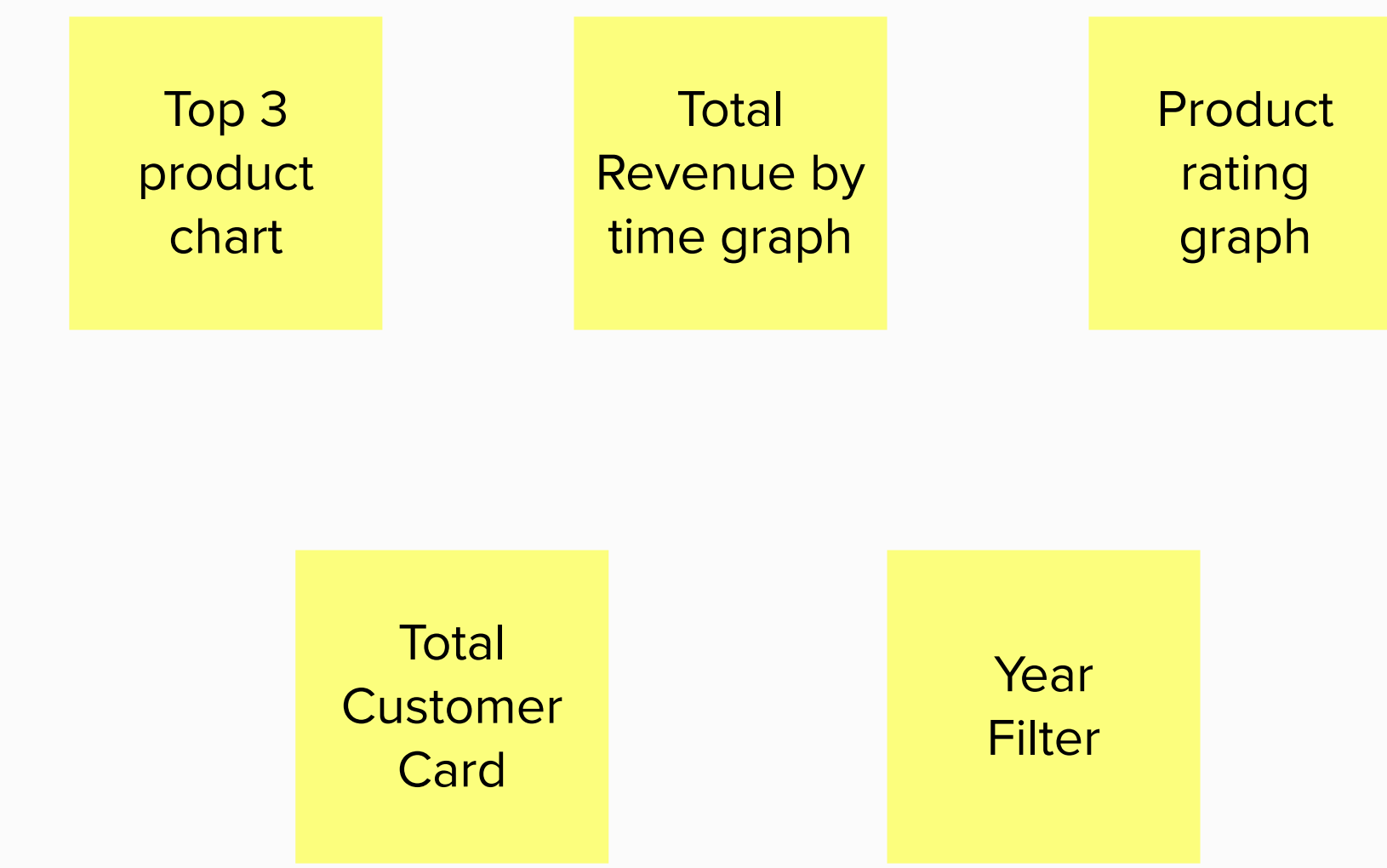
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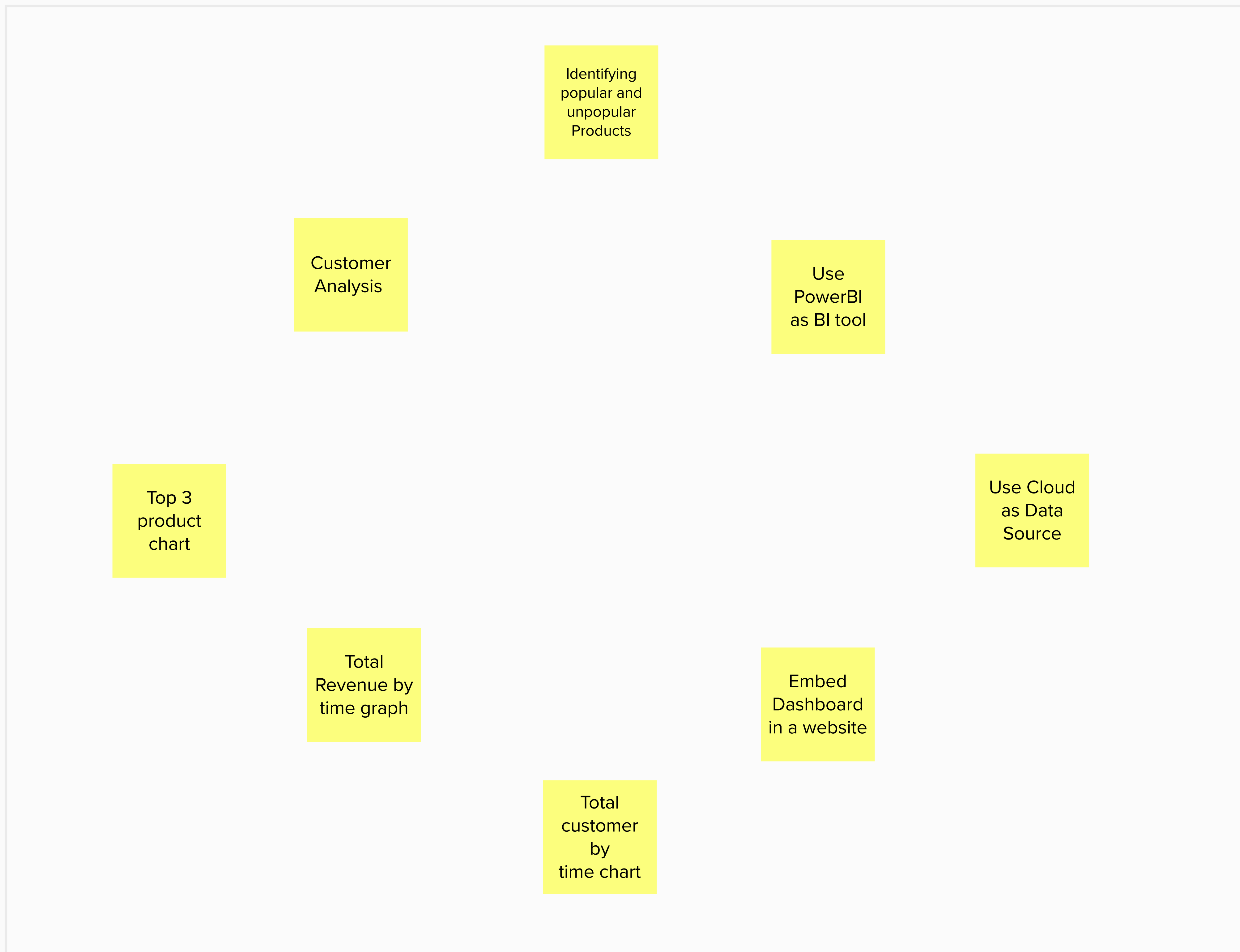


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3 Group ideas

This is a textbox...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.



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

Idea Prioritization

♥ Importance

If each of these tasks could get done without any difculty or cost, which would have the most positive impact? I

🚩 Feasibility

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

