

# Ideation Phase

## Brainstorm & Idea Prioritization Template


Date	19 September 2022
Team ID	PNT2022TMID49363
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.

### 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

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### 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.

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### 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.

 Defer judgment.

 Go for volume.

 Encourage wild ideas.

 Listen to others.

 If possible, be visual.

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

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### Brainstorm solo

Have each participant begin in the "solo brainstorm space" by silently brainstorming ideas and placing them into the template. This "silent-storming" avoids group-think and creates an inclusive environment for introverts and extroverts alike. Set a time limit. Encourage people to go for quantity.

🕒 10 minutes

#### Mohamed Usman K S

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 by month	

#### Ganesh M

Analyze category wise sales	Analyze sales by product priority	Analyze the profit in particular region
Analyze customer sales behaviour	Analyze sales require less cost for transportation	

#### Abdul Jabbar S

Analyze discount of product	Analyze the profit	Analyze sales by location
Analyze the type of customer	Analyze customer category	

#### Subair Ahamed S

Analyze the cost of product sold	Analyze the sales in special occasion	Analyze sales in different region
Analyze the product sales by particular city	Analyze sales by both product and customer types	

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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

#### 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

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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

#### 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.

