

## Ideation Phase


### Brainstorm & Idea Prioritization Template

Date	19 NOV 2022
Team ID	PNT2022TMID24517
Project Name	Project – 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 encourage to collaborate, helping each other develop a rich amount of creative solutions.

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



### Brainstorm & idea prioritization

#### Global sales data analytics

Global Sales covers all activities involved in selling a product or service to a consumer or 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.

⌚ 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-9 people recommended

**➡ 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

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**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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**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

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problem

How might we deliver the analytical results?



**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

## 2

## Brainstorm

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

Ⓢ 10 minutes

**Dharmeshprasad R**

Dynamic Dashboard	Interactive	Clean user interface	Detailed information
Easily accessible	Trending topics	Market Understanding	Customized
Define user specified solutions	Help and support	Suggestions	Linking with other customer needs

**Aravindh P**

```

graph TD
    A[Advantages of a franchise system] --- B[Cooperative]
    A --- C[Saves time]
    A --- D[Profitable claims]
    A --- E[Easy to understand for customers]
    A --- F[Understand to customers choice]
    A --- G[To increase profits percentage year-wise]
    A --- H[Easy to replicate for a volume sales]
    A --- I[Business layout]
  
```

Advantages of a franchise system

- Cooperative
- Saves time
- Profitable claims
- Easy to understand for customers
- Understand to customers choice
- To increase profits percentage year-wise
- Easy to replicate for a volume sales
- Business layout

Tamilvanan N

Diagram illustrating factors influencing the success of a recommendation system:

- To know price of the product
- Social graphs given for easy understanding
- Choose what they need
- Comfortable for users
- Given suggestions for new products
- Easy to track your desired product
- Notification
- Others

**Suriyaprakash**

```

graph TD
    A[Track customer interest] --- B[Use social media]
    A --- C[Analyze the customer needed products]
    A --- D[Make it easy]
    B --- C
    B --- D
    C --- D
  
```

**Muthamilselvan**

we collected the data from an existing CRM or marketing

User Friendly

Listen to the customer

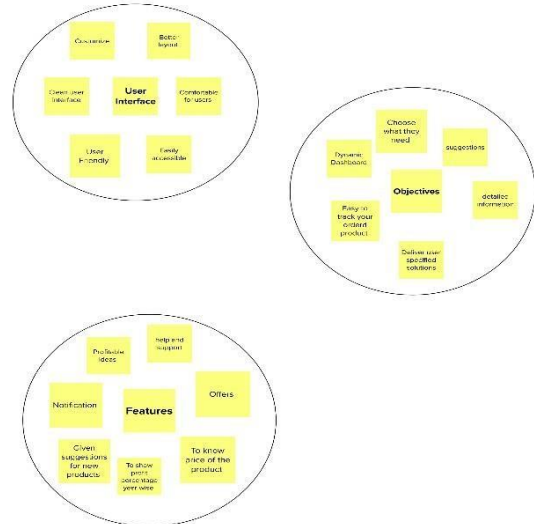
Active business

## 3

### 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 can break it up into smaller sub-groups.

⌚ 20 minutes



### 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

