

# Ideation Phase

## Brainstorm & Idea Prioritization


|               |                             |
|---------------|-----------------------------|
| Date          | 19 September 2022           |
| Team ID       | PNT2022TMID04990            |
| Project Name  | Global Sales Data Analytics |
| Maximum Marks | 4 Marks                     |

### Brainstorm & Idea Prioritization:

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

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

**Team gathering**

Define who should participate in the session and send an invite. Share relevant information or prep work ahead.


**Set the goal**

Think about the problem you'll be focusing on solving in the brainstorming session.

**Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)




### 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**

We provide an easy way to unlock a strategy for the sales team to decision support a bid to reduce time spent on client gathering.





#### Key rules of brainstorming


To run an efficient and productive session


 Stay in topic


 Encourage wild ideas

 Defer judgment

 Listen to others

 Go for volume

 If possible, be visual



#### Need some inspiration?

Scroll down to see a selection of the tasks to be completed in your session.

[Open example](#)

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

### 2 Brainstorm

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

10 minutes

**TIP**  
No idea is bad. Every note on the board is a potential solution to your problem.

**KIRUTHIKA**

Study of sales data

Analyze the loss and profit of the product

data mining

select the right type of chart

**DEEPAHARSHINI**

analyze the sales of a product

Predicting the future data

Global profit report

automate repetitive task

**DHARSHINI**

Create a interactive dashboard

effective marketing tool

point out least purchased product

Analyze the sales of the product and profit by city

**MANJULA**

Interactive Visualization

Careful consideration of dataset

buyers list

Least purchased products analyze

### 3 Group ideas

Time turns writing your ideas into a 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

**TIP**  
Automated clustering is done by algorithms. It can be used to find similar objects and group them into clusters. It is used in many applications.

Study of sales data set

Prediction of the future data


Select the right chart


Data mining

Visualization

Interactive dashboard

global profit report





## 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

