Ideation Phase
Brainstorm & Idea Prioritization Template

Date	28 June 2025
Team ID	LTVIP2025TMID48331
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data.
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

In the project *"ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data,"* the brainstorming phase focused on identifying the most impactful ways to visualize and interpret data for better business decision-making. Key ideas included tracking sales trends over time, analyzing top-performing toy categories, identifying regional demand patterns, and evaluating seasonal spikes in sales. Additional considerations involved comparing production volumes to actual sales, assessing marketing campaign effectiveness, and monitoring inventory turnover. These ideas were explored with the goal of making complex data more accessible and actionable through intuitive, interactive dashboards.

For prioritization, the focus shifted to selecting insights that offer the highest value to stakeholders. Top priority was given to dashboards that reveal underperforming products, uncover untapped market regions, and highlight demand-supply mismatches, as these can directly drive strategic improvements. Visual tools like heatmaps, time series graphs, and filterable charts by age group, region, and toy type were prioritized for their ability to present insights clearly. The goal is to empower toy manufacturers with data-driven stories that enhance operational efficiency, improve marketing focus, and support smarter, faster business decisions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement
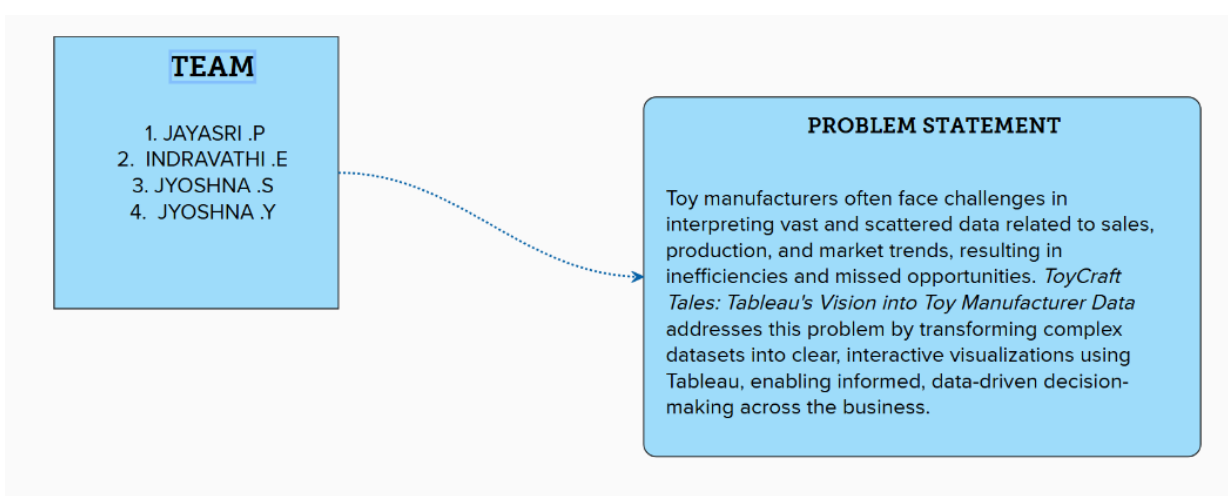
Brainstorm & idea prioritization

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

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.

Open article →

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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

PROBLEM

How might we [your problem statement]?

Toy manufacturers often face challenges in interpreting large volumes of fragmented data across sales, production, and distribution channels. *ToyCraft Tales* aims to solve this by using Tableau to convert complex data into clear, interactive visualizations that support faster, smarter 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.

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

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

🕐 **10 minutes**

TIP 💡

You can select a sticky note
and hit the pencil [switch to
sketch] icon to start drawing!

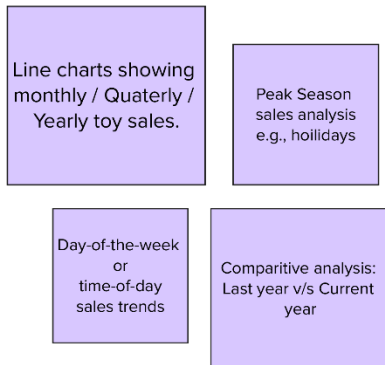| JAYASRI		S. JYOSHNA		Y. JYOSHNA		INDRAVATHI	
visualize toy sales by region using maps	Analyse seasonal trends in toy demand.	Highlight top-performing stories and branches.	Forecast future sales using historical data.	predicted analysis for future demand.	Average spending for customer.	Customer purchase journey visualization.	Raw material usage patterns.
Track inventory turnover rate.	compare product performance across categories.	Identify bottleneck in manufacturers.	Monitor supplier performance.	Forecasting lines.	Promotion planning effectiveness.	Control Charts	Bullet Graphs

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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 and break it up into smaller sub-groups.
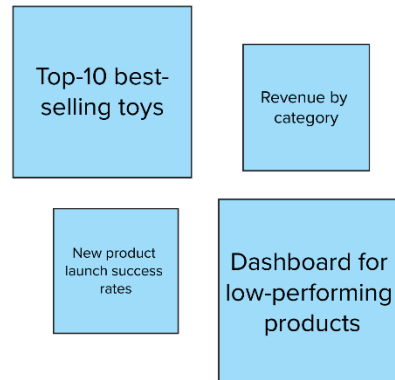
🕐 **20 minutes**

Cluster-1: Sales Performance & Trends

Line charts showing monthly / Quaterly / Yearly toy sales.

Peak Season sales analysis e.g., hoilidays

Day-of-the-week or time-of-day sales trends

Comparitive analysis: Last year v/s Current year

Cluster-2: Product & Category Insights

Top-10 best-selling toys

Revenue by category

New product launch success rates

Dashboard for low-performing products

Cluster-3: Geographic Regional Analysis

Geo maps showing sales by city, style, or region.

Store performance comparisons

Demand heatmaps

Distribution centre efficiency
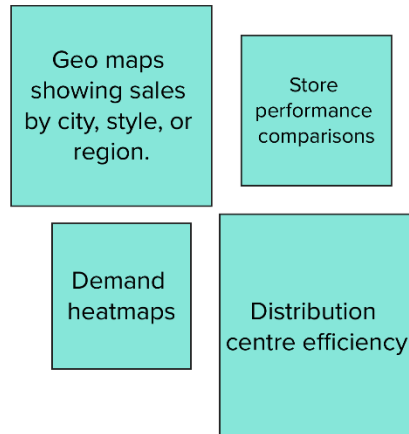
Cluster-4: Supply chain & Inventory management

Inventory turnover by product

Stockouts and overstock alerts

Delivery time analysis from warehouse to store

Supply v/s Demand mismatch
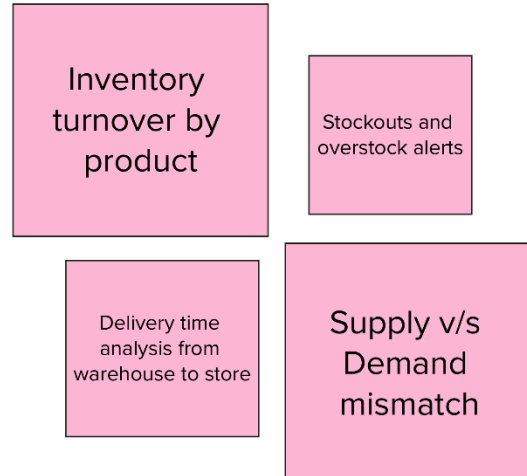
Step-3: Idea Prioritization

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**

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Geo maps showing sales by city, style, or region.

Stockouts and overstock alerts

Comparitive analysis: Last year v/s Current year

Importance

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

Delivery time analysis from warehouse to store

Top-10 best-selling toys

Peak Season sales analysis e.g., hoilidays

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Feasibility

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

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