

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NM2023TMID06892
Project Name	Qualitative Analysis of Lok Sabha election 2019
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

The challenge is to develop analytics tools using Tableau to enhance the efficiency and effectiveness of the placement process for data analytics professionals. This involves addressing issues related to data-driven decision-making, skills alignment, diversity and inclusion, and overall transparency in the placement process.

The objective of this project is to create a suite of analytics tools utilizing Tableau that will transform the placement process for data analytics professionals. These tools should provide actionable insights, predictive capabilities, and data-driven decision supports.

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



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 pre-work ahead.



Set the goal

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



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1

Define your problem statement

The placement process in educational institutions lacks data-driven efficiency, requiring the development of an "Analytics Tool for Placement" to harness data analytics for optimizing placement outcomes and providing tailored [Career Solutions](#).

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a 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

2

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

Person 1

Hello everyone. I'm excited to talk about our project focusing on analyzing the candidates in the 2016 US Senate elections. I think we should begin by gathering comprehensive data about their educational qualifications, criminal records, and assets. Any thoughts on how to approach that?

Person 2

the data by political parties and regions to uncover potential variations in candidate profiles. Moreover, let's explore the impact of these variables on election outcomes.

Person 3

Riya, I completely agree. To enhance our analysis, we should also consider categorizing the data by political parties and regions to uncover potential variations in candidate profiles.

Building on Karen's point, I suggest we employ data visualization techniques to present our findings effectively. Visual representations such as graphs, charts, and geographic maps

maps might reveal compelling patterns within the candidate data and election results. It could make our analysis more impactful and easier to comprehend.

Person 4

Absolutely, Riya. Additionally, I propose we conduct a comparative analysis between winners and runners-up to understand the factors that led to victory. It might involve exploring variations

Person 5

In educational qualifications, criminal records, or assets between these groups. This could provide valuable insights into what might influence election success.

person 6

Discuss potential implications or recommendations based on the analysis for future electoral processes. This could include suggestions for more informed policy-making or strategies for political campaigns.

Ensure ethical considerations in the analysis, especially when dealing with sensitive information such as personal details or criminal records of candidates. Data privacy and ethical usage should be a priority.

Examine historical or contextual factors that might have influenced the election dynamics in certain regions. For instance, political history or socioeconomic factors might have had an impact.

Consider incorporating an analysis of social media trends and candidate engagement during the election period. This could reveal correlations between online presence and electoral success.

3

Brainstorm as a group

Have everyone move their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematic topics or similarities. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

15 minutes

TIP
You can use the Voting session tool above to focus on the strongest ideas.

Explore relationships between different candidate attributes to identify any potential correlations, for example, between education levels and assets or criminal records.

Gather comprehensive data on the educational qualifications, criminal records, assets, political affiliations, and any other relevant information about the candidates.

Organize the data based on political parties and geographical regions to understand variations and trends among different groups.

Perform geospatial analysis to map the distribution of candidate attributes or election outcomes across different regions to uncover regional trends or disparities.

Use visual aids such as graphs, charts, and maps to illustrate trends, patterns, and comparisons. For instance, bar graphs for educational qualifications among different parties or a geographic map showing criminal records by region.

Compare attributes between candidates who won seats and those who were runners-up to identify factors that might have influenced electoral success.

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

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.

