Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NMTMID06892
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

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

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

Person 1

Hello everyone. I'm excited to talk about our project focusing on analyzing the candidates in the 2019 Lok Sabha elections. I think we should begin by gathering comprehensive data about their educational qualifications, criminal records, and assets. Any thoughts on how to approach this?

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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.

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.

Person 3

Building on Karan'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, Priya. 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

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

Person 5

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.

person 6

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.

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

Have each participant begin in the "solo brainstorm space" by silently

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

Importance

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

Showcase success stories of alumni using Tableau to inspire current students and demonstrate the tangible outcomes of the placement process.

Use Tableau to analyze students' skills and qualifications, identifying gaps between what they offer and what employers are seeking. Visualize these gaps to provide actionable insights.

Create an employer portal in Tableau where companies can input their hiring criteria, and students can find job openings that match their profiles.

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Feasibility

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