Ideation Phase
Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS47501
Project Name	Strategic Product Placement Analysis
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 encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

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

The team members conducted a structured discussion session to identify real-world business challenges in the retail industry. Each member shared observations related to sales fluctuations, ineffective product placement strategies, and lack of data-driven decision-making in retail businesses.

After evaluating multiple ideas, the team collectively selected the following problem statement:

Selected Problem Statement:
Retail businesses lack a structured analytical system to evaluate the impact of product placement, pricing strategies, and promotional activities on overall sales performance.

The selection was based on:

- Real-world relevance

- Data availability

- Feasibility of implementation using Tableau and Flask

- Business impact potential

  The team agreed that solving this problem would provide measurable value to retail business owners**.**
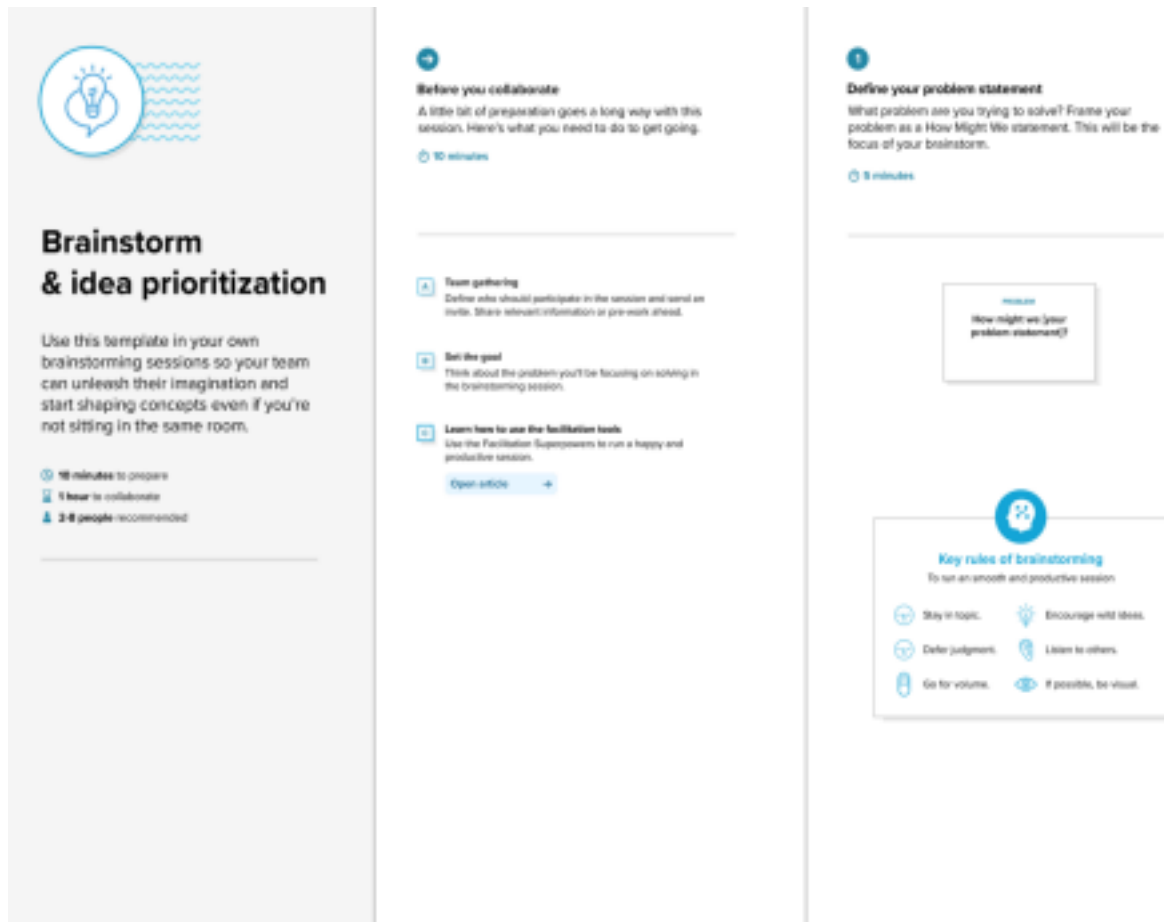
Step-2: Brainstorming, Idea Listing and Grouping

During the brainstorming session, all team members contributed ideas without limitations. The focus was on generating a large number of potential analytical approaches.

Ideas Generated:

- Analyze sales volume by product category

- Compare competitor price vs product price

- Study impact of promotions on revenue

- Identify best product placement locations (shelf, endcap, aisle)

- Evaluate seasonal sales trends

- Analyze customer demographics influence

- Measure foot traffic vs sales correlation

- Create KPI dashboard for performance monitoring

- Develop predictive sales forecasting model

● Implement web-based dashboard access

Idea Grouping:

After listing ideas, they were grouped into the following categories:

Category 1: **Sales Performance Analysis**

● Sales volume analysis

● Seasonal trend evaluation

● KPI monitoring

Category 2: **Pricing & Competition Analysis**

● Competitor vs product price comparison

● Promotion effectiveness

Category 3: **Customer & Placement Insights**

● Product position analysis

● Foot traffic correlation

● Customer demographic impact

This structured grouping helped in organizing creative ideas into meaningful solution components.
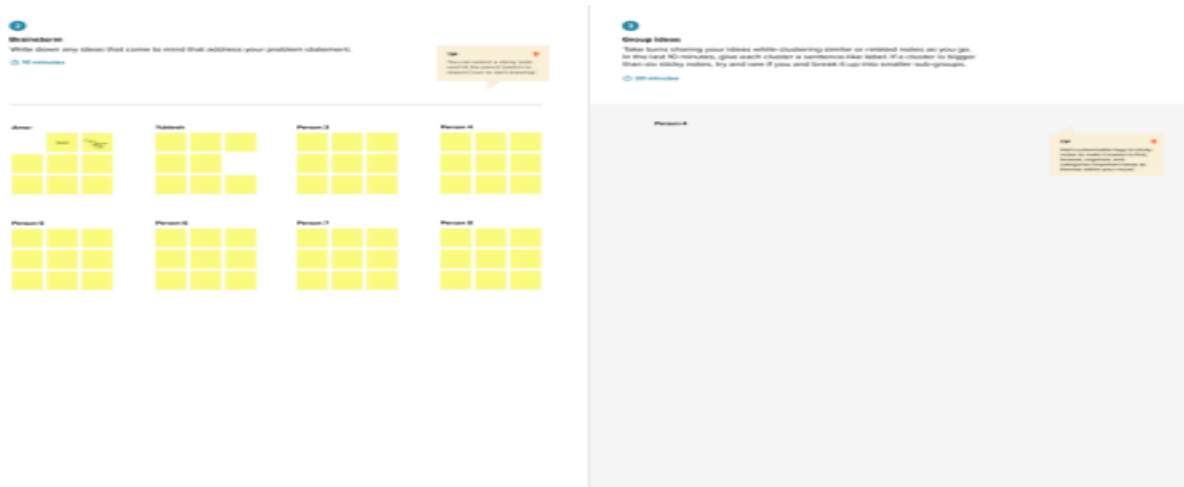
Step-3: Idea Prioritization

To prioritize ideas, the team used the following criteria:

- Business Impact

- Technical Feasibility

- Data Availability

- Implementation Complexity

- Innovation Value

Each idea was evaluated and ranked based on these criteria.

High Priority Ideas (Selected for Implementation):

- Product Placement Impact Analysis

- Competitor Price Comparison

- Promotion Effectiveness Evaluation

- Seasonal Sales Trend Analysis

- Interactive KPI Dashboard Development

- Web Integration using Flask

Medium Priority Ideas (Future Scope):

- Predictive Sales Forecasting

- Advanced Customer Segmentation

Low Priority Ideas:

- Real-time IoT-based tracking (requires advanced infrastructure)

The team finalized the high-priority ideas for implementation as they provide maximum business value with feasible technical execution

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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

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Importance

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

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.

⚑

Feasibility

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