

## Ideation Phase

### Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 31 January 2025   |
| Team ID       | LTVIP2026TMIDS66456   |
| Project Name  | Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization |
| Maximum Marks | 4 Marks   |

#### Brainstorm & Idea Prioritization Template:

This brainstorming and idea prioritization template is designed to generate and organize solutions for the key problem statement:

**"How might we create a centralized, visual, and interactive Tableau solution that helps retail managers and analysts understand the impact of product placement on sales?"**

By involving all four team members—each with different roles and perspectives—we collected diverse ideas ranging from data visualization techniques to user experience improvements and system automation. These ideas were then grouped into common themes such as **Interactive Visualization, Analytics Tools, Performance Monitoring, and Stakeholder Access**.

To ensure efficient execution, the ideas were prioritized into three levels:

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**High Priority** for immediate implementation with high impact,

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**Medium Priority** for enhancements that add value,

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**Low Priority** for future improvements or nice-to-have features.

#### 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.

Learn how to use the facilitation tools

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

Open article

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]?

Key rules of brainstorming

To run an smooth and productive session

1 Stay in topic.

2 Defer judgement.

3 Go for volume.

4 Encourage wild ideas.

5 Listen to others.

6 If possible, be visual.

## 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 You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Lahari

Create heat maps to visualize top performance products by region

Build a filterable Tableau dashboard by store, Category and Time

Integrate Sales and Trend lines before and after placement changes

Highlight underperforming SKUs with color coded alerts

Swapna

Include competitor bench mark data for placement performance

Design a "What If" Scenario tool in Tableau for placement changes

Add a summary card showing Key performances and metrics(KPI)

Embed a recommendation engine based on sales insight

Hemanth

Use interactive tool tips to show product placement info on hover

Organize dashboards with clean navigation tabs

Add icon based visuals to improve user experience

Apply conditional formatting to highlight trends visually

Rajesh

Schedule automatic data refreshes for real time dash boards

Set up user access levels for different teams(sales, marketing, exces)

Add a feedback form within a dashboard for user suggestions

Link Tableau reports to email updates for stakeholders

3

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 can break it up into smaller sub-groups.

20 minutes

TIP Add customizable tags to sticky notes to make it easier to link, browse, organize, and categorize important ideas as themes within your mural.

Interactive Visualization & UX

Create heat maps to visualize top performing products by region

Use interactive tooltips to show product placement info an hover

Organize dashboard with clean navigation tabs (sales, placement ,trends).

Apply conditional formatting to highlight trends visually

Add icon based visuals to improve user experience.

Stakeholder Access & Feedback.

Link Tableau reports to email updates for stakeholders.

Add a feedback from within dashboard for user suggestions

Set up user access levels for different teams (sales, marketing, exces).

Performance Monitoring

Include competitor performance data for placement performance

Highlight underperforming SKUs with color coded alerts

Schedule automatic data refreshes for real-time dashboards.

Analytics Features & Tools.

Add a summary card showing key performance metrics (KPIs)

Embed a recommendation engine based on sales insights.

Design a "What If" Scenario tool in Tableau to simulate placement changes

Integrate sales trend lines before and after placement changes

Build a filterable Tableau dashboard by store , category, and time

## Step-3: Idea Prioritization

