

**IdeationPhase**  
**Brainstorm & Idea Prioritization Template**

Date	3 Feb 2026
Team ID	LTVIP2026TMIDS60231
Project name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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.

In this project, our team of five data analysts set out to explore how toy products perform—from factory to store shelf—using Tableau dashboards.

We focused on two key questions:

1. How do toy categories perform across regions and time?
2. What trends in sales and operations can help improve efficiency?

The dataset included details like product categories, customer types, regional sales, purchase dates, and inventory data.

We began with a brainstorming session where each member shared ideas. We then grouped and prioritized them based on complexity, effort, and impact. This helped us focus on the most valuable insights and assign tasks based on team strengths.

The outcome: a set of clear, interactive dashboards that tell the ToyCraft story through data—helping make smarter decisions for the business.

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 along 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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### 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 help ToyCraft better understand and improve toy sales performance across regions and time using clear interactive dashboard visualizations?



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

## 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

Displaying gender wise customer preferences

Compare branch-wise sales across cities

Tracks best-selling toy types by age group

Displays best-selling toys and top-performing distribution hubs

Age group targeting

Displaying sales by price ranges

Track inventory turnover rate

Analyze seasonal trends in toy demand

Identify seasonal spikes in toy sales

Spot overstock and understock issues

Understanding customer satisfaction through ratings and reviews

Visualize repeat purchase patterns

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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 can break it up into smaller sub-groups.

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

⌚ 20 minutes

#### Insights into top selling toys

Displaying best-selling toys

Compare best sellers month over month

Highlight products with high sales during holidays and special

Group best-selling toys based on target age range

#### Regional sales performance

Daily/weekly/monthly sales trends

Top-selling toys by category

Customer type breakdown: members vs non-members

Sales heatmap based on locations

#### Inventory & supply chain

Raw material usage patterns

stocks and overstock trends

Supplier delivery time analysis

inventory turnover rates

#### Customer & Behavioural insights

Customer demographics and segmentation

Average spending per customer

Repeat vs new customer purchases

Customer purchase journey visualization

## Step-3: Idea Prioritization

