

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	01 February 2026
Team ID	LTVIP2026TMIDS50904
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:

- **High Priority** for immediate implementation with high impact,
- **Medium Priority** for enhancements that add value,
- **Low Priority** for future improvements or nice-to-have features.

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

The screenshot shows the 'Template' section of the Brainstorm & Idea Prioritization Template. It is divided into three main vertical columns:

- Left Column:** Contains a lightbulb icon and the title "Brainstorm & idea prioritization". Below it, instructions say: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Starts with a section titled "Before you collaborate" which includes a timer icon and the text: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." Below this is a "10 minutes" timer icon. The next section is "Define your problem statement" with a timer icon and the text: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." Below this is a "5 minutes" timer icon.
- Right Column:** Contains a "PROBLEM" section with the text: "How might we help sales and marketing teams easily understand the impact of product placement on sales using clear and interactive Tableau dashboards?". Below this is a "Key rules of brainstorming" section with a timer icon and the text: "To run an smooth and productive session". It lists six rules with icons:
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm		Group Ideas	
Write down any ideas that come to mind that address your problem statement.		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.	
90 minutes		20 minutes	
Mythili		Vasudeva Rao	Performance Monitoring
Create heat maps to visualize top-performing products by region.	Build a filterable Tableau dashboard by store, category, and time.	Include competitor benchmark data for placement performance.	Design a "What-If" scenario tool in Tableau to simulate placement changes.
Integrate sales trend lines before and after placement changes.	Highlight underperforming SKUs with color-coded alerts.	Add a summary card showing key performance metrics (KPIs).	Embed a recommendation engine based on sales insights.
Srinivas		Varun Kumar	Analytics Features & Tools
Use interactive tooltips to show product placement info on hover.	Organize dashboard with clean navigation tabs (Sales, Placement, Trends).	Schedule automatic data refreshes for real-time dashboards.	Set up user access levels for different teams (sales, marketing, execs).
Add icon-based visuals to improve user experience.	Apply conditional formatting to highlight trends visually.	Add a feedback form within dashboard for user suggestions.	Link Tableau reports to email updates for stakeholders.
Stakeholder Access & Feedback		Interactive Visualization & UX	
Use Tableau reports to email updates for stakeholders.		Use Tableau reports to email updates for stakeholders.	Design a "What-If" scenario tool in Tableau to simulate placement changes.
Add a feedback form within dashboard for user suggestions.		Add a feedback form within dashboard for user suggestions.	Integrate sales trend lines before and after placement changes.
Get regular performance reviews for different teams (sales, marketing).		Include competitor benchmark data for placement performance.	

Step-3: Idea Prioritization

