

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS28498
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 circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below it, text says: "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." At the bottom, it lists: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Starts with a blue circle icon and the heading "Before you collaborate". Below it, text reads: "A little bit of preparation goes a long way with this session. Here's what you need to do to get going." A timer icon indicates "10 minutes".
  - Sub-sections:** "Team gathering", "Set the goal", and "Learn how to use the facilitation tools".
- Right Column:** Starts with a blue circle icon and the heading "Define your problem statement". Below it, text reads: "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A timer icon indicates "5 minutes".
  - Sub-section:** "PROBLEM" 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?"
  - Bottom Box:** "Key rules of brainstorming" with the text: "To run an smooth and productive session". It lists six rules with icons:
    - Stay in topic.
    - Encourage wild ideas.
    - Avoid judgment.
    - Listen to others.
    - Go for volume.
    - 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

Harshita	Narendra	Interactive Visualization & UX	Performance Monitoring
Create heat maps to visualize top-performing products by region.	Include competitor benchmark data for placement performance.	Create heat maps to visualize top-performing products by region.	Include competitor benchmark data for placement performance.
Integrate sales trend lines before and after placement changes.	Add a summary card showing key performance metrics (KPIs).	Organize dashboard with clean navigation tabs (Sales, Placement, Trends).	Highlight underperforming SKUs with color-coded alerts.
Build a filterable Tableau dashboard by store, category, and time.	Embed a recommendation engine based on sales insights.	Use interactive tooltips to show product placement info on hover.	Schedule automatic data refreshes for real-time dashboards.
Highlight underperforming SKUs with color-coded alerts.		Apply conditional formatting to highlight trends visually.	

  

Surya	Hemanth	Stakeholder Access & Feedback	Analytics Features & Tools
Use interactive tooltips to show product placement info on hover.	Schedule automatic data refreshes for real-time dashboards.	Link Tableau reports to email updates for stakeholders.	Add a summary card showing key performance metrics (KPIs).
Organize dashboard with clean navigation tabs (Sales, Placement, Trends).	Set up user access levels for different teams (sales, marketing, execs).	Add a feedback form within dashboard for user suggestions.	Embed a recommendation engine based on sales insights.
Add icon-based visuals to improve user experience.	Add a feedback form within dashboard for user suggestions.	Set up user access levels for different teams (sales, marketing, execs).	Design a "What-If" scenario tool in Tableau to simulate placement changes.
Apply conditional formatting to highlight trends visually.	Link Tableau reports to email updates for stakeholders.	Link Tableau reports to email updates for stakeholders.	Integrate sales trend lines before and after placement changes.

## Step-3: Idea Prioritization

