

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	PNT2025TMID00596
Project Name	Power BI Inflation Analysis Journeying Through Global Economic Terrain
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.

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.

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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

Power BI Inflation Analysis:
Journeying Through Global
Economic Terrain

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Encourage wild ideas.

Defer 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

TIP
You can submit sticky notes and allow participants to stick them to the wall to discuss and group.

Anshu Sharma

- Real-time Inflation Dashboard
- Historical Trend Analysis
- Sector-Wise Inflation Impact
- Currency & Exchange Rate Analysis
- Consumer Spending Insights
- "What If" Scenario Modeling

Rishabh Verma

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
After participants begin to sticky notes to group ideas, ask them to group them into clusters. Grouping or categorizing participants' responses allows for a better understanding of their ideas.

Radhika Khanna

- Inflation vs. GDP Growth Correlation
- AI Powered Inflation Forecasting
- Supplier Cost Impact Tracker
- Government Policy Impact Analysis
- Competitor Pricing Adjustment Tracker
- Business Strategy Recommendation

Soumya Wilson

Inflation Tracking & Data Visualization

- Real-time Inflation Dashboard
- Historical Trend Analysis
- Inflation vs. GDP Growth Correlation

Forecasting & Predictive Insights

- AI Powered Inflation Forecasting
- "What-If" Scenario Modeling

Consumer & Market Behavior

- Consumer Spending Insights
- Currency & Exchange Rate Analysis

Business & Industry Impact

- Supplier Cost Impact Tracker
- Government Policy Impact Analysis
- Competitor Pricing Adjustment Tracker
- Business Strategy Recommendation

Step-3: Idea Prioritization

4 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

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.

Importance

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

Feasibility

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

Inflation Tracking & Data Visualization

Business & Industry Impact

Forecasting & Predictive Insights

Consumer & Market Behavior