

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	16 <sup>th</sup> June 2025
Team ID	LTVIP2025TMID47637
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

### Brainstorm & Idea Prioritization:

During the ideation phase, our team collaboratively brainstormed various data analytics project ideas. We evaluated them based on feasibility, impact, creativity, and available data. Among the shortlisted concepts, *Strategic Product Placement Analysis* stood out due to its real-world relevance and potential for visual storytelling. The final idea was prioritized for its clarity, structured dataset, and opportunity to apply Tableau's visualization capabilities effectively.

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



## 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](#) →

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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 can we analyze and optimize product placement in supermarkets using sales data to improve customer experience and boost sales?



#### 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-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 (edit) to search (don't start drawing!)

#### Som Sampreeth

Analyze foot traffic vs product sales

Track sales trends over time

Analyze product categories into sales performance

Compare endcap vs shelf placement

#### Dharmika

Use heatmap to highlight high-selling zones

Create interactive dashboards with filters

Use bar charts to compare branches

Use charts to show sales trends over time

#### Chaithanya Lakshmi

Add filters for city and product line

Use tooltips for extra product info

Enable drill-down on product categories

Allow navigation across multiple dashboards

#### Lahari

Use stacked to group categories by time

Project future sales based on current trends

Use Timeline Panel for easy access

Embed dashboard into a web template

#### Roshan

Generate profit, revenue and reputation score

Identify how participating products and reputation score

Support strategic decision making for managers

Enhance customer satisfaction by using better layout

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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.

🕒 20 minutes

#### TIP

Add custom labels to sticky notes to make clusters to find, browse, organize, and categorize related items. Review within your mind.

#### Sales Performance

- Analyze foot traffic vs product sales
- Track sales trends month-wise
- Identify high and low-performing products
- Compare sales between Branch A, B, and C

#### Placement Strategy

- Compare product placement: endcap vs aisle vs shelf
- Study how placement affects customer purchase decisions
- Find which product categories do best in each position
- Recommend ideal position per category

#### Customer Behavior

- Study sales by customer type (Member vs Normal)
- Compare gender-based purchase trends
- Analyze product preferences across cities
- Use demographics to create customer profiles

#### Visualization & Interactivity

- Add filters for branch, city, product category
- Use interactive dashboards with story points
- Include tooltips for better insights
- Design layout to highlight key metrics

## Step-3: Idea Prioritization

