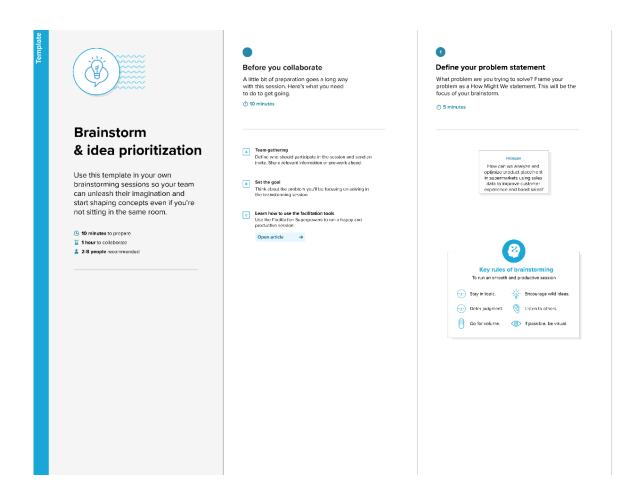
## Ideation Phase Brainstorm & Idea Prioritization

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

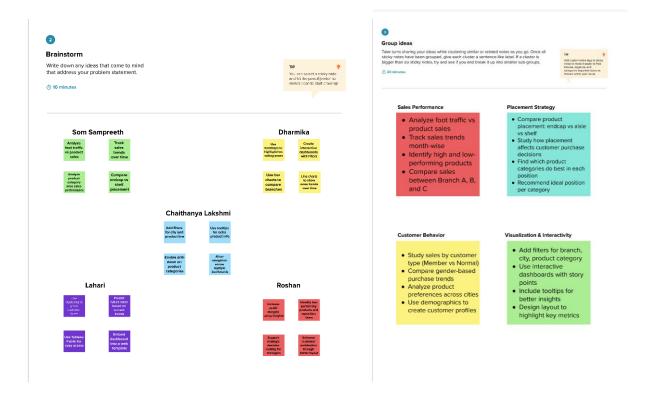
## **Brainstorm & Idea Prioritization:**

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



Step-2: Brainstorm, Idea Listing and Grouping



## **Step-3: Idea Prioritization**

