


Ideation Phase

Brainstorm & Idea Prioritization Template




Date	26 March 2025
Team ID	PNT2025TMID06680
Project Name	Global Food Production Trends and Analysis: A Comprehensive Study from 1961 to 2023 Using Power BI
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization 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

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools


Use the Facilitation Superpowers to run a happy and productive session.

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1


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 might we [your problem statement]?





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

Problem Statement:

There is a lack of clear insights into global food production trends, making it hard for stakeholders to make informed decisions. This project analyzes data from 1961 to 2023 using Power BI to identify key production patterns and trends. The findings will help improve agricultural planning and resource allocation.

Project Goal:

To study global food production trends, highlight key growth patterns, and provide useful insights for better decision-making in agriculture. The analysis will support stakeholders in optimizing food production and supply chains.

1. Data Collection & Preparation:

- Gather historical data on global food production from 1961 to 2023, including key agricultural commodities.
- Ensure data quality by handling missing values, inconsistencies, and standardizing units.
- Import and transform data in Power BI for better visualization and analysis.

2. Data Analysis & Key Metrics:

- Identify production trends of wheat, rice, maize, and other major crops over different periods.
- Use DAX measures to calculate key insights such as total production, year-on-year growth, and regional contributions.
- Apply data filters and slicers to explore production trends by country, region, and commodity type.

3. Visualization & Dashboard Creation:

- Stacked Bar Chart: Crop Type vs. Total Production (stacked by Region).
- Scatter Plot: Year vs. Production Volume (colored by Crop Type).
- Line Chart: Wheat, Maize, and Rice Production Trends over time.
- Pie Chart: Share of different regions in total food production.
- Card Visuals: Total Production, Fastest-Growing Crop, Leading Producer Region.

4. Predictive Insights & Business Impact:

- Use a Decomposition Tree to analyze factors driving production increases over the years.
- Provide insights into which regions and crops have shown the highest and most stable growth.
- Support agriculture policy-making and supply chain optimization by offering data-driven recommendations.

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 select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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

Person 4

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

Idea	Priority Level (High/Medium/Low)	Reason for Priority
Data Cleaning & Transformation	High	Essential for accurate production insights
Stacked Bar Chart (Crop Type vs Production)	High	Shows key agricultural production trends
Scatter Plot (Year vs Production Volume)	High	Helps identify long-term production patterns
Line Chart (Wheat, Rice & Maize Trends)	High	Highlights major crop production growth
Pie Chart (Regional Contribution)	High	Visualizes region-wise production share
Card Visuals (Key Production Metrics)	High	Provides quick and clear insights
Decomposition Tree (Production Analysis)	High	Breaks down key factors influencing trends
Predictive Insights (Future Production Trends)	Medium	Useful for forecasting, needs refinement

Idea	Priority Level (High/Medium/Low)	Reason for Priority
Advanced AI-based Predictions	Low	Needs additional data exploration

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

