

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	Lakshmi Narayanan
Project Name	Estimation of Business Project
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.

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.

Step-1: Define the Problem Statement and Step-2: Brainstorm

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 estimate business with TABLEAU?

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

Lakshmi Narayanan

Analyze dairy farm performance by location, size, and cow population

Explore sales and distribution patterns for dairy products and brands.

Study the impact of storage conditions and shelf life on product quality.

Understand customer preferences and buying behavior.

Suraj Pradeepkumar

Optimize inventory management with stock data and thresholds.

Conduct market research and industry trend analysis.

Develop predictive models for demand forecasting.

Assess the pricing strategies of dairy products.

Lakshmi Narayanan

Dataset covers 2019-2022 and specific Indian states.

Creative license introduces intentional data variations.

Evaluate dairy brands' market presence and performance.

Investigate sales channels and customer locations.

Nallasamy K

Analyze expiration dates and product details.

Explore the interplay of farm size, land area, and production dates.

Track reorder quantities for efficient inventory control.

Address the challenges of the dairy industry with data-driven insights.

Step-3: Group Ideas

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

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

Analyze dairy farm performance by location, size, and cow population:

Assess the correlation between farm location and production efficiency.

Study the impact of cow population on farm productivity and sales.

Understand how farm size influences the sustainability of dairy operations.

Explore sales and distribution patterns for dairy products and brands:

Identify the best-selling dairy products across different regions

Analyze the market share of various dairy brands in specific areas

Investigate the seasonality and regional variations in dairy product sales.

Study the impact of storage conditions and shelf life on product quality:

Examine how different storage conditions affect dairy product freshness.

Investigate consumer feedback related to the shelf life of dairy items.

Determine the relationship between storage practices and product quality degradation.

Step-4: Prioritize

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.

