














Ideation Phase

Brainstorm & Idea Prioritization Template

Date	29 June 2025
Team ID	LTVIP2025TMID51528
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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

<div>Template</div> <div></div> <div><h2>Brainstorm & idea prioritization</h2></div> <div><p>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.</p></div> <div><div> 10 minutes to prepare</div><div> 1 hour to collaborate</div><div> 4 team members</div></div>	<div><div></div><div><h3>Before you collaborate</h3></div><div><p>A little bit of preparation goes a long way with this session. Here's what you need to do to get going.</p></div><div><div> 10 minutes</div></div></div> <div><div></div><div><div><div>A</div><div>Team gathering</div><div>Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.</div></div><div><div>B</div><div>Set the goal</div><div>Think about the problem you'll be focusing on solving in the brainstorming session.</div></div><div><div>C</div><div>Select the problem statement</div><div>Analyse the assigned problem statement thoroughly.</div></div></div></div>	<div><div>1</div><div><h3>Define your problem statement</h3></div><div><p>Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau</p></div><div><div> 5 minutes</div></div></div> <div><div><div>PROBLEM</div><div>How might we Visualize Housing Market Trends: An Analysis of Sale Prices and Features using Tableau?</div></div></div> <div><div><div><div></div><div><h3>Key rules of brainstorming</h3></div><div><p>To run an smooth and productive session</p></div><div><div><div> Stay in topic.</div><div> Encourage wild ideas.</div></div><div><div> Defer judgment.</div><div> Listen to others.</div></div><div><div> Go for volume.</div><div> If possible, be visual.</div></div></div></div></div></div>
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Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

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

10 minutes

G. Sai Babu

Analyze the document and calculate the average sales and get an understanding of the pattern.

Ch. Veda Semitha

Analyse the dataset and see the effect of different features like no. of bathrooms, bedrooms on the house prices over the years.

Ch. Angel

Based on the dataset get an idea on distribution of House Age by Renovation Status

D. Rangasayakulu

Compare the house prices over the years and predict the pattern.

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

1. Clean and preprocess the downloaded dataset

2. Create some visualizations so that the customers can easily understand the underlying patterns.

3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.

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.

The diagram shows an Importance vs Feasibility matrix. The vertical axis is labeled 'Importance' with a '+' at the top and a '-' at the bottom. The horizontal axis is labeled 'Feasibility' with a '-' on the left and a '+' on the right. A diagonal line from the bottom-left to the top-right divides the matrix into two quadrants. Three tasks are plotted: Task 1 ('Clean and preprocess the downloaded dataset') is in the top-left quadrant (high importance, low feasibility). Task 2 ('Create some visualizations so that the customers can easily understand the underlying patterns.') is in the bottom-right quadrant (low importance, high feasibility). Task 3 ('Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.') is in the top-right quadrant (high importance, high feasibility). A house icon is placed near Task 3.