

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS42279
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages team members to participate in the creative thinking process that leads to effective problem solving. In this project, brainstorming was conducted to explore how product placement strategies influence sales performance and consumer behavior. The team focused on generating innovative approaches to analyze placement effectiveness using data visualization techniques. Emphasis was placed on collaborative thinking, encouraging diverse perspectives to develop meaningful analytical solutions that support data-driven decision-making.

The brainstorming process helped the team identify key analytical requirements, visualization needs, and workflow steps necessary to design an effective solution using Tableau. Through structured discussion, the team refined ideas that align with the project objective of uncovering insights to optimize placement strategies and improve revenue generation.

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

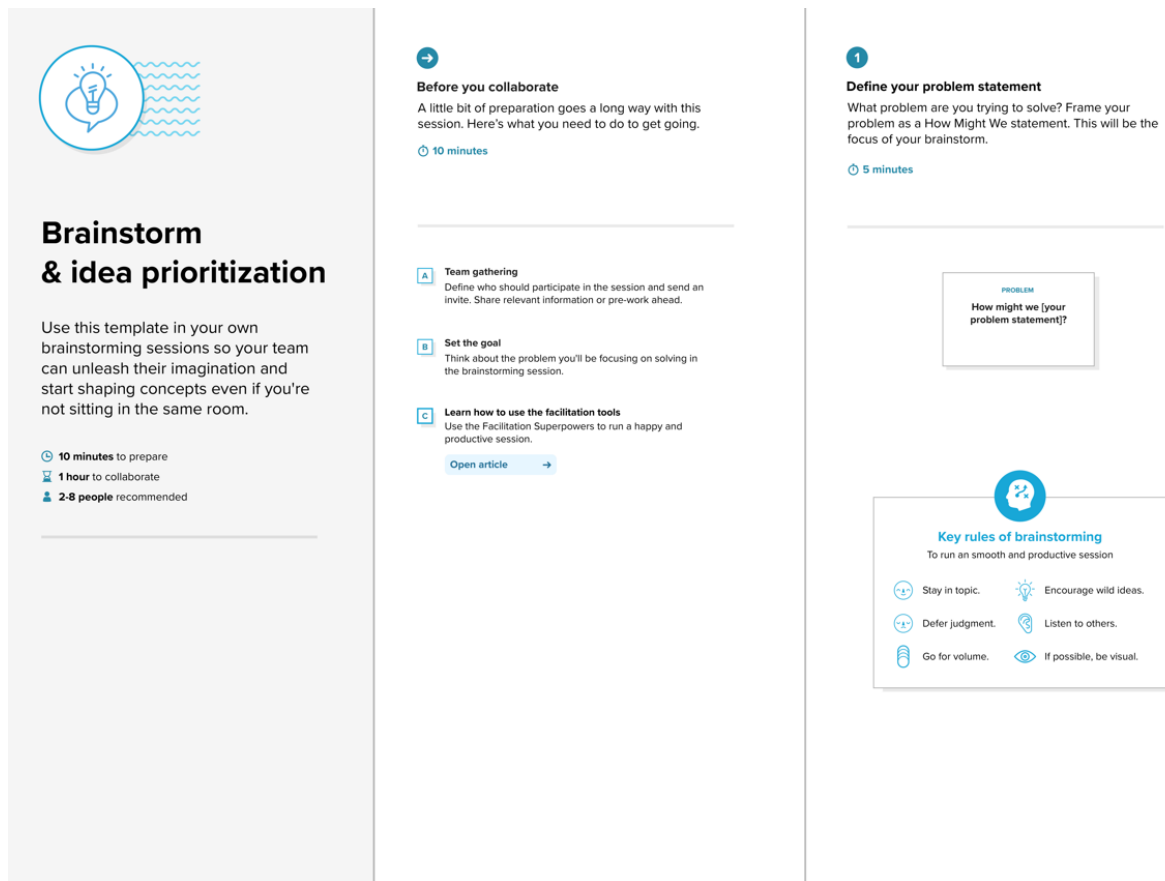
The team conducted collaborative discussions to understand the business challenge faced by retail organizations in analyzing how product positioning affects sales and customer behavior. After evaluating multiple perspectives, the team finalized the problem statement focusing on analyzing sales performance, product placement data, and customer demographics to derive actionable insights.

The team also defined the project scope, identified key stakeholders, and discussed expected outcomes such as improved marketing strategies, enhanced product visibility, and better decision-making support. Roles and responsibilities were allocated to ensure effective coordination throughout the project lifecycle.

Step-2: Brainstorm, Idea Listing and Grouping

During this stage, the team generated multiple ideas related to data sources, visualization techniques, dashboard design, and analytical approaches. Ideas included using interactive dashboards, filters, calculated fields, and storytelling features to present insights clearly.

The ideas were grouped into categories such as data collection and preparation, visualization development, performance testing, and deployment. The team also discussed potential application scenarios including retail analysis, media placement evaluation, and advertising performance measurement. This structured grouping helped identify feasible solutions and ensured alignment with project objectives.



The team evaluated the generated ideas based on feasibility, impact, technical complexity, and relevance to the project objective. Priority was given to ideas that provide clear analytical insights, support interactive visualization, and enhance usability.

Key prioritized activities included data extraction and preparation, creation of multiple visualizations, dashboard design, story creation, performance testing using filters and calculated fields, and web integration using Flask. These prioritized ideas formed the foundation of the project workflow and guided the development process toward achieving meaningful and practical outcomes.