

IdeationPhase
Brainstorm & Idea Prioritization Template

Date	21 June 2025
Team ID	LTVIP2025TMID48487
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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. In this project, our team of five data analysts set out to explore how toy products perform—from factory to store shelf—using Tableau dashboards.

In this project, our team of five data analysts set out to explore toy manufacturing and sales using Tableau. We focused on two key questions: 1. How do toy categories perform across different regions and time? 2. What patterns in sales and operations can help improve business decisions? We worked with data that included product categories, sales numbers, customer types, branch locations, and income. To kick things off, we held a brainstorming session where each member shared ideas on analyzing trends, customer behavior, and inventory performance. We then grouped these ideas based on how complex they were, how much effort they'd take, and the impact they could make. This helped us prioritize the most valuable insights to build into our dashboards. Our final goal? To create simple, clear, and powerful Tableau dashboards that help toy manufacturers understand their data and make smarter choices.

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



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 along 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.
Your paragraph text
- B

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.
Your paragraph text
- C

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

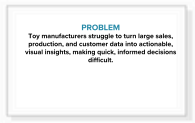
[Open article](#)

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



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-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!

Bindu sree

- visualize toy sales by region using maps
- Analyze seasonal trends in toy demand
- Track inventory turnover rate
- compare product performance across categories

Reshma

- Highlight top-performing stores and branches
- Forecast future sales using historical data
- Identify bottleneck in manufactur
- Monitor supplier performance

Dinesh

- predicted analysis for future demand
- Average spending for customer
- Forecasting lines
- Promotion planning effectiveness

Charan

- customer purchase journey visualization
- Raw material usage patterns
- Control Charts
- Bullet Graphs

Group ideas

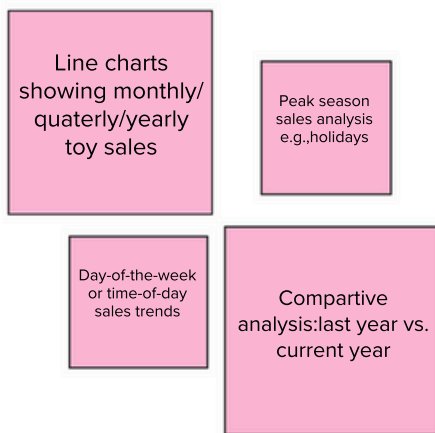
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

 20 minutes

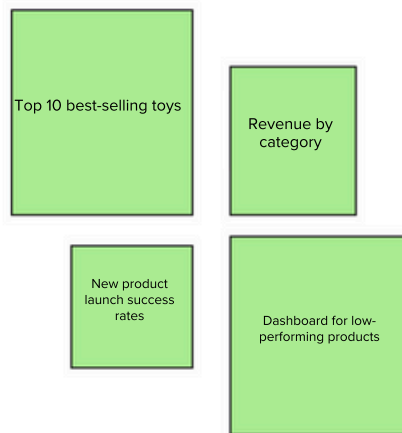
TIP

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

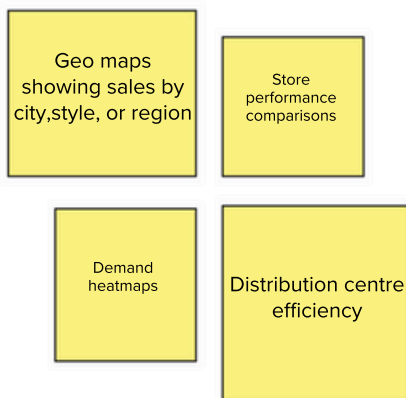
Cluster1: Sales Performance & Trends



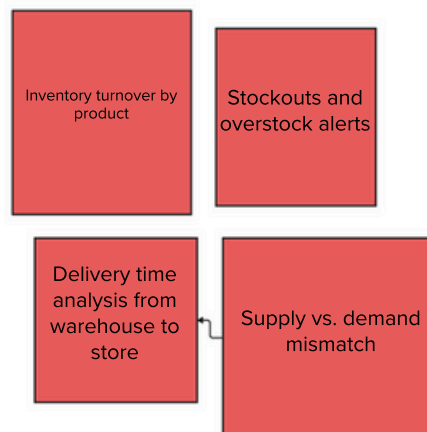
Cluster 2: Product & category insights



Cluster 3: Geographic Regional Analysis



Cluster4: Supply chain & Inventory Management




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.

