**IDEATION PHASE**

**Brainstorm & Idea Prioritization**

# Brainstorm & Idea Prioritization

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| Date | Team ID | Project Name | Maximum Marks |
| 16-06-2025 | LTVIP2025TMID48223 | Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis | 4 Marks |

## Objective:

Brainstorming helps the team work together to think of many creative ideas. It allows everyone to share freely, then organize and choose the best ideas based on how useful and easy they are to do.

## Step 1: Team Collaboration & Problem Identification

Our team of 4 members met to discuss how we can better understand Economic Freedom using data. We explored the 2022 Index of Economic Freedom, which measures how free people are to work, trade, and invest in each country.

* Real-World Problems Identified:
* The data is spread across reports and hard to understand.
* People don’t easily see how freedom scores affect economic outcomes like income or jobs.
* There are no easy-to-use tools to compare countries or analyze trends.
* Policymakers need visual tools to make informed decisions.
* Most of the data is not interactive or mobile/web friendly.

Selected Problem Statement:

“People lack an easy and interactive way to understand how the 12 pillars of economic freedom affect a country’s overall prosperity and development.”

## Step 2: Brainstorming, Idea Listing & Grouping

* Raw Ideas from the Team:
* Heatmap showing scores by pillar and country
* Region-wise ranking of countries
* GDP per person vs. economic freedom comparison
* Analysis of unemployment and financial freedom
* Track country performance over 5 years
* Create visual dashboards and stories in Tableau
* Add filters for region, year, income group
* Highlight success stories and areas needing reform
* Build a web version for public viewing
* Auto-generate country report cards

1. Grouped Ideas:

* Data Cleaning & Integration
* Analysis & Comparison
* Trends & Insights
* Visualization & Dashboards
* Publishing & Web Integration

## Step 3: Idea Prioritization

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| --- | --- | --- | --- |
| Idea | Impact | Feasibility | Priority |
| Heatmap of pillar scores | High | High | High |
| GDP/Unemployment vs Economic Freedom | High | Medium | High |
| 5-year trend lines | High | Medium | High |
| Filterable Tableau dashboard | High | High | High |
| Region and income ranking | Medium | High | Medium |
| Predict future scores | Medium | Medium | Medium |
| Web dashboard with report sharing | Medium | Medium | Medium |

## Final Selected Features

## Pillar-Wise Heatmap Dashboard

### Freedom vs Prosperity Comparison

What it does: Shows graphs comparing economic freedom scores with GDP, unemployment, etc.

How it works: Scatter plots and regression lines in Tableau.

Why it matters: Helps understand the real impact of freedom on economic conditions.

### 5-Year Trend Analysis

What it does: Shows how a country’s scores have changed over time.

How it works: Line charts with year-wise comparison (2018–2022).

Why it matters: Identifies if a country is improving or falling behind.

### Regional & Income Group Rankings

What it does: Ranks countries within each region or income group.

How it works: League tables with filters and color highlights.

Why it matters: Encourages comparison among similar countries.

### Interactive Dashboards & Stories

What it does: Combines visuals into a user-friendly, interactive Tableau story.

How it works: Story points include overview, key comparisons, and country highlights.

Why it matters: Makes data easy to explore even for non-technical users.

### Publishing & Web Integration

What it does: Publishes Tableau dashboards on a website for easy access.

How it works: Dashboards are embedded in a simple website (e.g., using Flask).

Why it matters: Allows students, policymakers, and others to explore the analysis anytime, anywhere.