Ideation Phase
Brainstorm & Idea Prioritization Template

Date	25 June 2025
Team ID	LTVIP2025TMID50332
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
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.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

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

Team Members: Vamsi Krishna Panigrahi, Shaik Bepari Suhana Afreen, Vudavagandla Madhan Mohan Reddy.

Problem : Understanding how cosmetic brands and products perform across pricing, skintypesuitability, and popularity using Tableau visualizations

Step-2: Brainstorm, Idea Listing and Grouping

Idea	Group
Show total products per label	Category Overview
Compare average price by brand	Brand Analysis
Use pie chart for top brands	Brand Performance
Analyze skin suitability across dry/oily/normal/sensitive	Suitability Analysis
Filters for skin type and brand	Interactivity
Publish dashboards to Tableau Public	Deployment

Step-3: Idea Prioritization

Idea	Feasibilty	Impact	Priority
Suitability per skin type	High	High	High
Brand vs Rank	High	High	High
Label Count& Label vs Rank	High	Medium	High
Filters (skin type, label, brand)	High	High	High
Publish dashboards to Tableau Public	High	Medium	Medium