

## Ideation Phase

### Brainstorm & Idea Prioritization


Date	17 <sup>th</sup> June 2025
Team ID	LTVIP2025TMID51790
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	2 Marks

### Brainstorm & Idea Prioritization:

During the ideation phase, our team collaboratively brainstormed various data analytics project ideas. We evaluated them based on feasibility, impact, creativity, and available data. Among the shortlisted concepts, *Strategic Product Placement Analysis* stood out due to its real-world relevance and potential for visual storytelling. The final idea was prioritized for its clarity, structured dataset, and opportunity to apply Tableau's visualization capabilities effectively.

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

Template



## 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 a long 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.

B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

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

PROBLEM

How can we analyze and optimize product placement in supermarkets using sales data to improve customer experience and boost sales?

2

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

Som Sampreeth

Analyze foot traffic vs product sales

Track sales trends over time

Analyze product category-wise sales performance

Compare endcap vs shelf placement

Dharmika

Use heatmaps to highlight low-selling zones

Create interactive dashboards with filters

Use bar charts to compare branches

Use charts to show sales trends over time

Chaithanya Lakshmi

Add filters for city and product line

Use tooltips for extra product info

Enable drill-down on product categories

Allow navigation across multiple dashboards

Lahari

Use dashboard to group columns by type

Predict future sales based on current trends

Use Tableau Public for easy access

Embed dashboard into a web template

Roshan

Increase profit margin using insights

Identify low performing products and respective items

Support strategic decision making for managers

Enhance customer satisfaction through better layout

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

Sales Performance

- Analyze foot traffic vs product sales
- Track sales trends month-wise
- Identify high and low-performing products
- Compare sales between Branch A, B, and C

Placement Strategy

- Compare product placement: endcap vs aisle vs shelf
- Study how placement affects customer purchase decisions
- Find which product categories do best in each position
- Recommend ideal position per category

Customer Behavior

- Study sales by customer type (Member vs Normal)
- Compare gender-based purchase trends
- Analyze product preferences across cities
- Use demographics to create customer profiles

Visualization & Interactivity

- Add filters for branch, city, product category
- Use interactive dashboards with story points
- Include tooltips for better insights
- Design layout to highlight key metrics

### 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

TNP

Participants can use their cursor 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.

