Ideation Phase
Brainstorm & Idea Prioritization Template

Date	8 FEB 2026
Team ID	LTVIP2026TMIDS56761
Project Name	ToyCraft Tales: Tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorm & idea prioritization

My own brainstorming session to generate analytical ideas and shape meaningful dashboard concepts for the ToyCrafts project.

- 🕐 **10 minutes** to prepare
- ⏳ **No** collaboration
- 👤 **Conducted Individually by: Asritha**

Before you collaborate

A little preparation helps in organizing ideas clearly before designing the dashboard. Since this is an individual project, I reviewed the ToyCrafts dataset, understood the business objective, and identified key performance indicators such as sales, profit, product categories, and regional performance. This preparation helped me focus on meaningful insights during the brainstorming session.

🕐 10 minutes

A | **Set the goal**
To analyze ToyCrafts sales data using Tableau and design an interactive dashboard that provides insights into product performance, customer behavior, and regional sales trends.

B | **Define the Problem Statement**
How might I use Tableau to identify high-performing products, understand sales patterns, and improve profitability for ToyCrafts?

C | **Key Rules Followed During Brainstorming**
- Focused on the main objective
- Generated multiple ideas without judging them
- Prioritized ideas based on impact and feasibility
- Considered business value while selecting features

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

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
>
> **Toy manufacturers collect a lot of data, but understanding it can be difficult. This project uses Tableau to turn complex toy data into easy, clear visuals to help improve sales, production, and decision-making.**

Key rules of brainstorming
To run an smooth and productive session

- 🔹 Stay in topic.
- 💡 Encourage wild ideas.
- 🔹 Defer judgment.
- 🔹 Listen to others.
- 🔹 Go for volume.
- 👁 If possible, be visual.

Asritha

KPI Dashboard	Monthly Sales Trend	Top 10 Toys
Bottom 5 Products	Category-wise Profit	Region Sales Map
Seasonal Demand	Discount vs Profit	Customer Age Analysis
Interactive Filters	Profit Margin %	Sales Forecast

Step-2: Brainstorm, Idea Listing and Grouping

1. Production Efficiency Monitoring Analyze production output vs. targets. Detect bottlenecks or delays in the manufacturing process. Optimize resource allocation for different toy lines.

1. Sales Performance Dashboard Track sales by product category, region, and time period. Identify best-selling and low-performing toys. Spot seasonal trends (e.g., holiday spikes).

2. Customer Demographics Insights Understand sales patterns by customer age group or region. Discover which products appeal to different customer segments.

2. Inventory Management Visualize stock levels for each toy model.

Highlight slow-moving or overstocked items.

Forecast demand using historical sales data.

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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 and 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.

1 Sales Analysis Group Goal: Focus on understanding toy sales trends. Tasks: Collect and clean sales data (Product, Region, Time). Create Tableau dashboards for: Best-selling toys. Regional sales performance.

2 Inventory Insights Group Goal: Optimize toy stock management. **Tasks:**
- Analyze stock levels and turnover rates.
- Visualize overstocked and understocked items.
- Suggest inventory improvement strategies.

3 Market and Customer Behavior Group Goal: Understand market demand and customer preferences. Tasks: Gather demographic and market data. Visualize which toys are popular in different regions or age groups. Recommend product placement strategies.

Step-3: Idea Prioritization

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

Importance

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Feasibility