

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	10 February 2026
Team ID	LTVIP2026TMIDS75407
Project Name	Strategic Product placement Analysis: Unveiling sales Impact with Tableau visualization
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

#### 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

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→ 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

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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 might we [your problem statement]?



### 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

### 1 Brainstorm

Person 1

- Analyze sales performance by product position (Aisle, End-cap, Front of Store)
- Compare total sales using SUM (Sales Volume) in Tableau

Person 2

- Examine impact of foot traffic on sales
- Identify whether high traffic always leads to high revenue

Person 3

- Evaluate promotion impact (Promotion: Yes vs No)
- Measure increase in sales due to promotional campaigns

Person 4

- Analyze category performance by placement.
- Compare pricing difference with competitor pricing

### 2 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 thematic label. If a cluster is bigger than six sticky notes, try and see if you break it up into smaller sub-groups. 

⌚ 20 minutes

**TIP**

Use thematic labels that are straightforward and clear. Aim for 4-6 groups that represent the key factors affecting the business problem.

#### 1. Product Placement Effectiveness

- Compare Aisle vs End-cap vs Front of Store
- Identify highest sales-generating position
- Measure visibility impact on revenue

#### 3. Foot Traffic Impact

- Analyze Low, Medium, High traffic areas
- Study relationship between traffic and sales
- Understand customer movement patterns

#### 2. Foot Traffic & Consumer Behavior

- Analyze Low, Medium, High traffic areas
- Study relationship between traffic and sales
- Understand customer movement patterns

#### 4. Pricing & Competitive Analysis

- Calculate Price Difference
- Compare pricing vs competitor
- Analyze price impact on sales volume

#### 3. Promotion Strategy Impact

- Compare Promotion (Yes vs No)
- Measure promotional sales increase
- Evaluate discount effectiveness

#### 5. Pricing & Competitive Analysis

- Calculate Price Difference
- Compare pricing vs competitor
- Analyze price impact on sales volume

### Step 3 idea prioritization

