# **Ideation Phase**

### Brainstorm and idea prioritization

Date	25 June 2025
Team id	LTVIP2025TMID20736
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau.
Maximum Marks	4 Marks

## Project Name:

About Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau.

### **Brainstorm phase:**

The brainstorming phase aims to generate diverse ideas around how product placement affects sales, what data can support this analysis, and how Tableau can be used to visualize and interpret these insights. Each idea explores a different aspect of product placement strategy—from physical positioning to customer behavior—to uncover hidden patterns and opportunities for sales optimization.

- Analyze sales trends before and after a product's placement change
- Use heatmaps to visualize store traffic and product attention zones
- Compare product performance in different shelf levels (top, middle, bottom)
- Create a Placement Effectiveness Score for each product

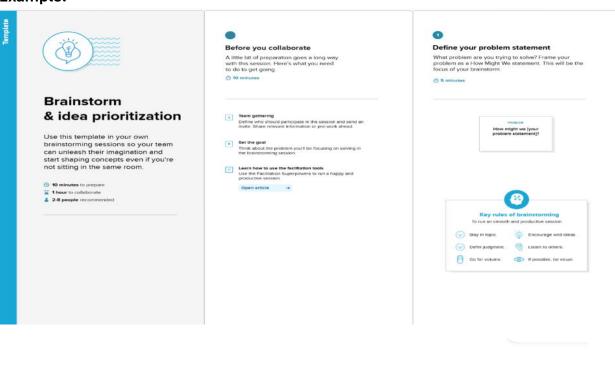
### Idea and prioritization:

Once ideas are collected, the next step is to evaluate and prioritize them based on three criteria:

- 1. Impact How valuable or insightful the idea is
- 2. **Confidence** How certain we are that it will work

### 3. Ease - How easy it is to implement using Tableau

### Example:





#### Brainstorm

Write down any ideas that come to mind that address your problem statement.

① 10 minutes



#### Person 1

Analyze sales before and after placement changes

Identify topperforming shelf zones

#### Person 2.

Correlate placement type (eyelevel, endcap) with sales

Track promotion overlap with placement impact

#### Person 3

Build a dashboard with filters (time, product, store) Compare placement strategies across regions

#### Person 4

Visualize placement performance across multiple stores Group products by placement sensitivity



### **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.

① 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.

Use heatmaps for visualizing store traffic

Segment analysis by product category

Highlight customer behavior patterns

Integrate competitor price analysis

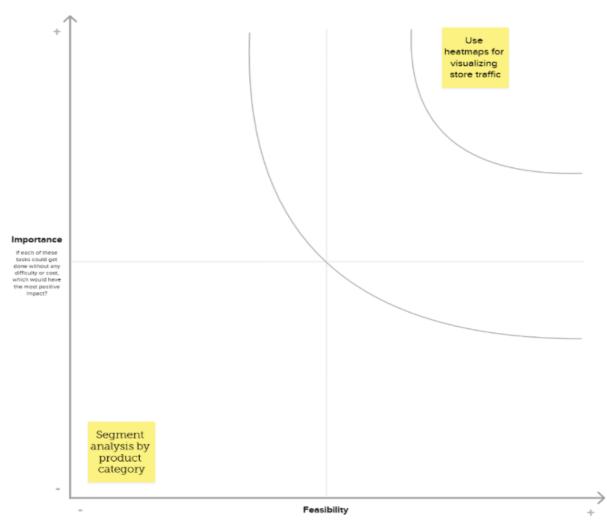


### Prioritize

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.

1 20 minutes

Participants can use their cursors 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.



Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)