

# 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:

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

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal

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

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

How might we [your problem statement]?

#### Key rules of brainstorming

To run a smooth and productive session

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

#### 2 Brainstorm

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

10 minutes

**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### Person 1

Analyze sales before and after placement changes

Identify top-performing shelf zones

#### Person 2

Correlate placement type (eye-level, end-cap) 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

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

#### 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

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

### TIP

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.

