

Ideation Phase

Brainstorm & Idea Prioritization


Date	08 February 2026
Team ID	LTVIP2026TMIDS75097
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Introduction

Brainstorming was conducted to generate innovative ideas to address the identified customer problem related to product placement impact on retail sales. The objective was to explore various analytical and visualization approaches that can help retail businesses make data driven decisions. Ideas were generated collaboratively and later prioritized based on feasibility, impact, and implementation capability using Tableau and Flask technologies.

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

Template




Brainstorm & idea prioritization

This brainstorming session was conducted to generate innovative ideas to solve the identified customer problem related to analyzing product placement impact on retail sales. The objective was to collaboratively explore multiple analytical approaches and prioritize the most feasible and impactful solution using Tableau dashboards integrated with a Flask web application.

🕒 10 minutes to prepare


👤 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


The team members gathered to discuss insights from the problem statement. Each member shared their understanding of the challenges faced by retail store managers in identifying effective product placement strategies.



Set the goal

The goal of the brainstorming session was to:


- Identify potential analytical solutions
- Propose dashboard features
- Explore data visualization ideas
- Select the most impactful and feasible solution



Learn how to use the facilitation tools

Sticky notes were used to list ideas individually. Later, ideas were grouped based on similarity and feasibility.


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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 better understand the sales and marketing data to create a dashboard that can help us identify the most impactful and feasible solution for our product placement strategies?



Key rules of brainstorming

To run a smooth and productive session

-  No criticism during idea generation
-  Encourage creative and out-of-the-box ideas
-  Collaborate openly
-  Focus on quantity over quality initially
-  Build upon others' ideas

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

🕒 10 minutes

Person 1

Compare placement vs. sales performance
Monitor sales trends by region
Category-wise placement comparison

Person 2

Regional sales trends
Identify top performing products by placement
Seasonal impact analysis

Person 3

Interactive filters on dashboard
KPI cards by sub-category
Sales growth percentage trends

Person 4

Tableau story for executive summary
Real-time updates by user access
Mobile responsive UI

Person 5

Placement probability analysis
Customer buying behavior insights

Person 6

Dashboard report layout
Consistent styling across

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

1

Group 1: Sales Performance Analysis

- Compare product placement vs total sales
- Monthly and seasonal sales trends
- Category-wise placement performance
- Top-selling products by placement

2

Group 2: Visualization & Dashboard Features

- Interactive filters (Region, Category, Placement Type)
- KPI cards (Total Sales, Profit, Growth %)
- Placement comparison bar charts
- Heatmap visualization

3

Group 3: Business Insights & Strategy

- Identify most profitable placement strategy
- Sales improvement recommendations
- Product repositioning suggestions
- Customer buying behavior insights

4

Group 4: Technical Implementation

- Tableau Dashboard development
- Tableau Story creation
- Figma integration
- Responsive Bootstrap UI