

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

A 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.

B Set the goal
The goal of the brainstorming session was:

- Propose implement analytical solutions
- Propose dashboard features
- Explore data visualization views
- Select the most impactful and feasible solution

C 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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Key rules of brainstorming
To run an 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 performance
Monthly sales analysis
Category-wise placement comparison

Person 2
Reposition items based on feedback
Identify top performing placement types
Create report dashboard

Person 3
Interactive filters in dashboard
API calls for real-time insights
Sales growth percentage metrics

Person 4
Tableau dashboard summary
Real-time integration for web access
Mobile responsive UI

Person 5
Placement strategy analysis
Customer buying behavior insights

Person 6
Dashboard design features
Communication strategy

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

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

Group 2 : Visualization & Dashboard Features
• Interactive filters (Region, Category, Placement Type)
• KPI cards (Total Sales, Profit, Growth %)
• Placement comparison bar charts
• Heatmap visualization

Group 3 : Business Insights & Strategy
• Identify most profitable placement strategy
• Sales improvement recommendations
• Product repositioning suggestions
• Customer buying behavior insights

Group 4 : Technical Implementation
• Tableau Dashboard development
• Tableau Story creation
• Flask integration
• Responsive Bootstrap UI