

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	20 October 2023
Team ID	NM2023TMID07227
Project Name	Data Titans: Unearthing Trends from LinkedIn Influencers
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 same room.

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

**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  
 3-8 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

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**Team gathering**

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

**Set the goal**

Frame around 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**

**Data Titans: Unearthing Trends from LinkedIn Influencers**

This project involves leveraging the powerful data insights capabilities of IBM Cognos Analytics to gain deep insights into the reach and impact of a company's LinkedIn marketing efforts.

5 minutes

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10

**Key rules of brainstorming**

To run an smoothly and productive session:

- Stay on topic
- Encourage wild ideas
- Defer judgement
- Listen to others
- Be for volume
- If possible, go ahead

## Step-2: Brainstorm, Idea Listing and Grouping

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

Develop a web scraping tool

Create a database of LinkedIn influencers

Implement data quality checks

#### Person 2

Utilize NLP techniques

Create a sentiment analysis

Build an NLP-based recommendation system

#### Person 3

Develop interactive and user-friendly data visualizations

Create customizable charts

Design an intuitive user interface

#### Person 4

Develop machine learning models

Build a forecasting module

Implement an algorithm to rank influencers

## Step-3: Idea Prioritization

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.

