

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 September 2023
Team ID	NM2023TMID06915
Project Name	Analytics Tools For Placement
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

The challenge is to develop analytics tools using Tableau to enhance the efficiency and effectiveness of the placement process for data analytics professionals. This involves addressing issues related to data-driven decision-making, skills alignment, diversity and inclusion, and overall transparency in the placement process.

The objective of this project is to create a suite of analytics tools utilizing Tableau that will transform the placement process for data analytics professionals. These tools should provide actionable insights, predictive capabilities, and data-driven decision supports.




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
 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](#) →




Define your problem statement

The placement process in educational institutions lacks data-driven efficiency, requiring the development of an "Analytics Tool for Placement" to harness data analytics for optimizing placement outcomes and providing tailored Career solutions.


PROBLEM


How might we [your problem statement]?





Key rules of brainstorming


To run an smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

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 (edit) to select (or to start drawing)

Person 1

Create interactive and visually appealing dashboards in Tableau to display placement statistics, trends, and key performance indicators. This allows stakeholders to easily interpret the data.

Use Tableau to analyze students' skills and qualifications, identifying gaps between what they offer and what employers are seeking. Visualize these gaps to provide actionable insights.

Leverage Tableau for predictive modeling, helping educational institutions and students foresee placement success probabilities based on historical data and various factors.

Analyzing and visualizing skills gaps can be highly valuable for students, helping them understand where they need to improve to increase their chances of placement.

Collect and analyze feedback from students, institutions, and employers through Tableau's survey integration. Visualize the feedback to identify trends and areas for improvement.

Use Tableau to develop a career path planner that provides personalized career recommendations based on student profiles and market trends.

Person 2

Person 3

Build a salary comparison tool using Tableau to allow students to compare expected salaries in different industries and locations, aiding in decision-making.

Create an employer portal in Tableau where companies can input their hiring criteria, and students can find job openings that match their profiles.

Build a Tableau dashboard to assess the performance of educational institutions by visualizing placement success rates, average salaries, and other relevant metrics.

Develop a time-series analysis dashboard to track placement trends over multiple years, helping institutions make data-driven decisions for curriculum adjustments.

Integrate with educational databases to track and visualize the academic progress of students, helping institutions identify at-risk students who may need additional support.

Showcase success stories of alumni using Tableau to inspire current students and demonstrate the tangible outcomes of the placement process.

Person 4

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.

Create interactive and visually appealing dashboards in Tableau to display placement statistics, trends, and key performance indicators. This allows stakeholders to easily interpret the data.

Analyzing and visualizing skills gaps can be highly valuable for students, helping them understand where they need to improve to increase their chances of placement.

Use Tableau to analyze students' skills and qualifications, identifying gaps between what they offer and what employers are seeking. Visualize these gaps to provide actionable insights.

Collect and analyze feedback from students, institutions, and employers through Tableau's survey integration. Visualize the feedback to identify trends and areas for improvement.

Create an employer portal in Tableau where companies can input their hiring criteria, and students can find job openings that match their profiles.

Leverage Tableau for predictive modeling, helping educational institutions and students foresee placement success probabilities based on historical data and various factors.

Showcase success stories of alumni using Tableau to inspire current students and demonstrate the tangible outcomes of the placement process.

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.

