

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	19 July 2025
Team ID	PNT2025TMID10592
Project Name	I Revolution: A Data-driven Exploration of Apple's iPhone Impact in India
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

1

Analyzing Iphones Market In India

How Can We Analyze The Sales Of Iphone Variants In Indian Market And Find The Key Product That Will Make Profit From India

⌚ 5 minutes

PROBLEM

How might we Find The Trending Apples Product In India?



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

VEDANT

Gathering Info of apple market in India
Creating Dashboards

KETAN

Analyzing Apples Product Sales
Making Informed Decisions

KOMAL

Use Tableau

KAVYA

Compare iPhone prices vs other brands to see who's more premium
Use sales trend data to see how Apple is performing year by year
Compare how pricing changes with RAM size for Apple vs competitors

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

Understanding Apple's Market & Sales Performance

Gathering Info of apple market in India
Use sales trend data to see how Apple is performing year by year
Analyzing Apples Product Sales
Making Informed Decisions

Data Visualization & Tools

Creating Dashboards
Use Tableau

iPhone Pricing Strategy & Value Comparison

Compare iPhone prices vs other brands to see who's more premium
Compare how pricing changes with RAM size for Apple vs competitors

Step-3: Idea Prioritization



