IdeationPhase
Brainstorm & Idea Prioritization Template

Date	**20 June 2025**
Team ID	LTVIP2025TMID48377
Project name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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.

In this project,our team of five data analysts set out to explore how toy products perform—from factory to store shelf—using Tableau dashboards.

We focused on two key questions:

1. How do toy categories perform across regions and time?
2. What trends in sales and operations can help improve efficiency?

The dataset included details like product categories, customer types, regional sales, purchase dates, and inventory data.

We began with a brainstorming session where each member shared ideas. We then grouped and prioritized them based on complexity, effort, and impact. This helped us focus on the most valuable insights and assign tasks based on team strengths.
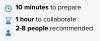
The outcome: a set of clear, interactive dashboards that tell the ToyCraft story through data—helping make smarter decisions for the business.
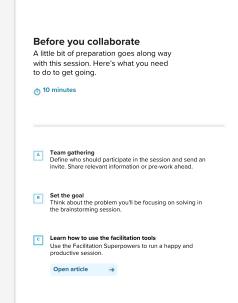
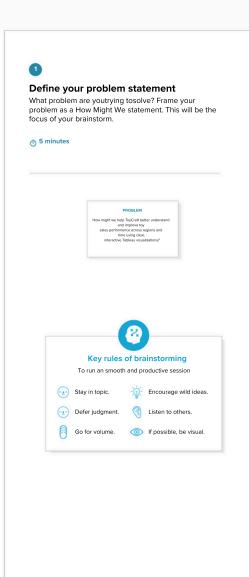# Step-1: Team Gathering, Collaboration and Select the Problem Statement

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 along way with this session. Here's what you need to do to get going.

🕐 **10 minutes**

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

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **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

What problem are youtrying tosolve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 **5 minutes**

PROBLEM

How might we help ToyCraft better understand and improve toy
sales performance across regions and time using clear,
interactive Tableau visualizations?

Key rules of brainstorming

To run a 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 anyideas 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!

Kavya

Dispalying gender wise customer preferences	Compare branch-wise sales across cities	Tracks best-selling toy types by age group

Monika

Displays best-selling toys and top-performing distribution hubs	Age group targeting	Displaying sales by price ranges

Keerthi priya

Track inventory turnover rate	Analyze seasonal trends in toy demand	Identify seasonal spikes in toy sales

venkata Saranya

Spot overstock and understock issues	Understanding customer satisfaction through ratings and reviews	Visualize repeat purchase patterns

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 and 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.

Insights into top selling toys

Displaying best-selling toys	Compare best sellers month over month
Highlight products with high sales during holidays and special	Group best-selling toys based on target age range

Regional sales performance

Daily/weekly/monthly sales trends	Top-selling toys by category
Customer type breakdown: members vs non-members	Sales heatmap based on locations

Inventory & supply chain

Raw material usage patterns	stocks and overstock trends
Supplier delivery time analysis	inventory turnover rates

Customer & Behavioural insights

Customer demographics and segmentation	Average spending per customer
Repeat vs new customer purchases	Customer purchase jounery visualization

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.

Importance
Ifeach of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Displaying best-selling toys

Average spending per customer

Compare best sellers month over month

stocks and overstock trends

Repeat vs new customer purchases

Raw material usage patterns

Daily/weekly/ monthly sales trends

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)