


## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	24 March 2025
Team ID	PNT2025TMID06847
Project Name	Global Malnutrition Trends: A Power BI Analysis 1983-2019
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization 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

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#### 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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**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.

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#### Define your problem statement


What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

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

##### Problem Statement:

Global malnutrition remains a major health challenge, affecting millions through undernutrition, micronutrient deficiencies, and obesity. Key drivers include poverty, food insecurity, climate change, and inadequate healthcare. Despite global initiatives, progress is uneven, with vulnerable populations facing the greatest risks. Addressing these disparities requires a deeper understanding of the underlying factors and effective intervention strategies.

##### Project Goal:

This project aims to analyze global malnutrition trends, identify root causes, and propose data-driven solutions. By assessing regional disparities and key influencing factors, the goal is to develop effective policies and interventions for governments, NGOs, and healthcare organizations to improve nutrition security and public health outcomes.

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

### **1. Project Overview**

Objective: What is the primary goal of this Power BI analysis?

Scope: Define the time frame (1983-2019) and geographic coverage (global, regional, country-specific).

Significance: Why is analyzing malnutrition trends important?

### **2. Data Collection & Sources**

Possible Data Sources:

- WHO, FAO, UNICEF, World Bank, Global Nutrition Report, national health surveys
- Supplementary datasets (e.g., economic, agricultural, climate data)

Data Attributes:

- Country, region, year
- Malnutrition indicators (stunting, wasting, underweight, obesity)
- Socioeconomic factors (income levels, education, healthcare access)
- Policy-related variables (government programs, aid distribution)

### **3. Power BI Dashboard Components**

- Visuals & Charts:
  - Trend Analysis: Line charts showing malnutrition trends over time
  - Geographical Heatmaps: Regional distribution of malnutrition rates
  - Comparative Analysis: Bar charts comparing countries and regions
  - Correlation Matrices: Relationship between malnutrition and other variables
  - Interactive Filters: Country, year, malnutrition type, economic factors

### **4. Expected Insights & Recommendations**

- Key trends in malnutrition and their implications
- Policy recommendations for governments & NGOs
- Future projections and areas needing further research

## **Step-3: Idea Prioritization**

Key Idea	Description	Impact	Feasibility
Addressing Childhood Undernutrition	Focus on reducing stunting, wasting, and underweight in children.	Very High	High
Improving Food Security	Ensuring access to affordable, nutritious food in vulnerable regions.	Very High	Medium
Enhancing Maternal and Infant Nutrition	Promoting breastfeeding, prenatal care, and maternal supplements.	High	High
Tackling Micronutrient Deficiencies	Implementing fortification programs (iron, vitamin A, iodine, etc.).	High	Medium
Strengthening Nutrition Education	Raising awareness on healthy eating habits and dietary diversity.	Medium	High
Climate-Resilient Agriculture	Supporting sustainable farming to counter climate-related food shortages.	High	Medium
Reducing Ultra-Processed Food Consumption	Implementing policies to reduce junk food consumption and promote healthy alternatives.	Medium	Low