

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS24154
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

This brainstorming and idea prioritization template is designed to generate and organize solutions for the key problem statement:

**"How might we create a centralized, visual, and interactive Tableau solution that helps retail managers and analysts understand the impact of product placement on sales?"**


By involving all four team members—each contributing different skills such as data analysis, visualization design, storytelling, and testing—we brainstormed multiple ideas to solve the identified problem. The ideas focused on analyzing product placement, promotions, consumer demographics, and sales performance using Tableau dashboards and stories. These ideas were grouped into themes including Interactive Visualization, Analytics Tools, Performance Monitoring, and Stakeholder Access to ensure a structured and effective solution.

To ensure efficient execution, the ideas were prioritized into three levels:

- **High Priority** for immediate implementation with high impact,
- **Medium Priority** for enhancements that add value,
- **Low Priority** for future improvements or nice-to-have features.

### 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

1 Team gathering

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

2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

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

⌚ 5 minutes

PROBLEM

How might we help sales and marketing teams easily understand the impact of product placement on sales using clear and interactive Tableau dashboards?

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

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

Harshita

- Create heat maps to visualize top-performing products by region.
- Build a filterable Tableau dashboard by store, category, and time.
- Integrate sales trend lines before and after placement changes.
- Highlight underperforming SKUs with color-coded alerts.

Narendra

- Include competitor benchmark data for placement performance.
- Design a "What-If" scenario tool in Tableau to simulate placement changes.
- Add a summary card showing key performance metrics (KPIs).
- Embed a recommendation engine based on sales insights.

Surya

- Use interactive tooltips to show product placement info on hover.
- Organize dashboard with clean navigation tabs (Sales, Placement, Trends).
- Add icon-based visuals to improve user experience.
- Apply conditional formatting to highlight trends visually.

Hemanth

- Schedule automatic data refreshes for real-time dashboards.
- Set up user access levels for different teams (sales, marketing, execs).
- Add a feedback form within dashboard for user suggestions.
- Link Tableau reports to email updates for stakeholders.

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

#### Interactive Visualization & UX

- Create heat maps to visualize top-performing products by region.
- Use interactive tooltips to show product placement info on hover.
- Organize dashboard with clean navigation tabs (Sales, Placement, Trends).
- Apply conditional formatting to highlight trends visually.
- Add icon-based visuals to improve user experience.

#### Performance Monitoring

- Include competitor benchmark data for placement performance.
- Highlight underperforming SKUs with color-coded alerts.
- Schedule automatic data refreshes for real-time dashboards.

#### Stakeholder Access & Feedback

- Link Tableau reports to email updates for stakeholders.
- Add a feedback form within dashboard for user suggestions.
- Set up user access levels for different teams (sales, marketing, execs).

#### Analytics Features & Tools

- Add a summary card showing key performance metrics (KPIs).
- Embed a recommendation engine based on sales insights.
- Design a "What-If" scenario tool in Tableau to simulate placement changes.
- Integrate sales trend lines before and after placement changes.
- Build a filterable Tableau dashboard by store, category, and time.

## 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

