Ideation Phase
Brainstorm & Idea Prioritization Template

Date	14 june 2025
Team ID	LTVIP2025TMID47517
Project Name	Strategic Product Placement Analysis
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization :

Problem Statement Chosen :

Retail companies struggle to measure the effectiveness of in-store product positioning and promotional strategies due to a lack of clear visual insights from existing data tools. Our team gathered to:

Our team came together to understand the **retail sales and placement challenge** using the dataset Product Positioning.csv. We reviewed the data and agreed on the following **problem statement**:

Brainstorm, Idea Listing and Grouping :

💡 Idea	Group / Category
Use bar chart to compare average sales by product position (Aisle, End-cap, Checkout)	Product Placement
Create funnel chart to show sales drop across different traffic zones	Traffic Analysis
Highlight table to compare demographics vs. sales volume	Consumer Behavior
Donut chart to show promotion effectiveness (Yes vs. No)	Promotion Insight
Waterfall chart to show contribution of each product category to total sales	Sales Performance
Add global filters for Category, Promotion, Traffic Level	Interactivity
Word cloud to visualize top product categories by volume	Visual Appeal
Area chart to track sales vs. traffic over time or by category	Trend Analysis
Design Tableau Story for business users to walk through findings	Presentation Strategy

Idea Prioritization :

Based on **impact** and **feasibility**, we prioritized the top ideas for implementation:

★ Priority	Idea	Justification
High	Bar Chart – Sales by Position	Core analysis objective
High	Donut Chart – Promotion Effectiveness	Clear and simple visual insight
High	Highlight Table – Demographics vs Sales	Enables targeted marketing
High	Global Filters (Category, Traffic, Promotion)	Makes dashboard dynamic
Medium	Funnel Chart – Sales by Traffic Zone	Good insight, added if time permits
Medium	Waterfall Chart – Sales Contribution	Useful for finance/sales teams
Low	Word Cloud	Visually appealing but less analytical
Low	Area Chart	Helpful but not core to decision-making
Optional	Story Dashboard	Good for presentation if time allows