# IdeationPhase Brainstorm & Idea Prioritization Template

Date	20 June 2025
Team ID	LTVIP2025TMID48374
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 distribution processes and customer behavior impact toy success—from manufacturing to customer delivery—using Tableau dashboards.

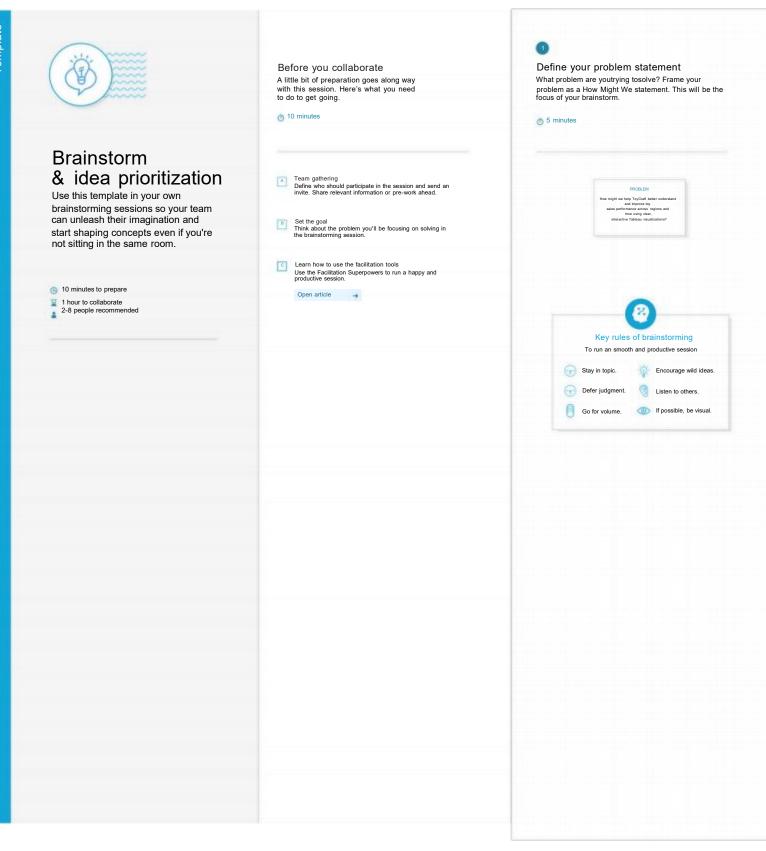
We focused on two key questions:

- 1. How do delivery times and shipping partners affect customer satisfaction and product returns?
- 2. What patterns in customer preferences and order frequency reveal actionable trends for demand planning?

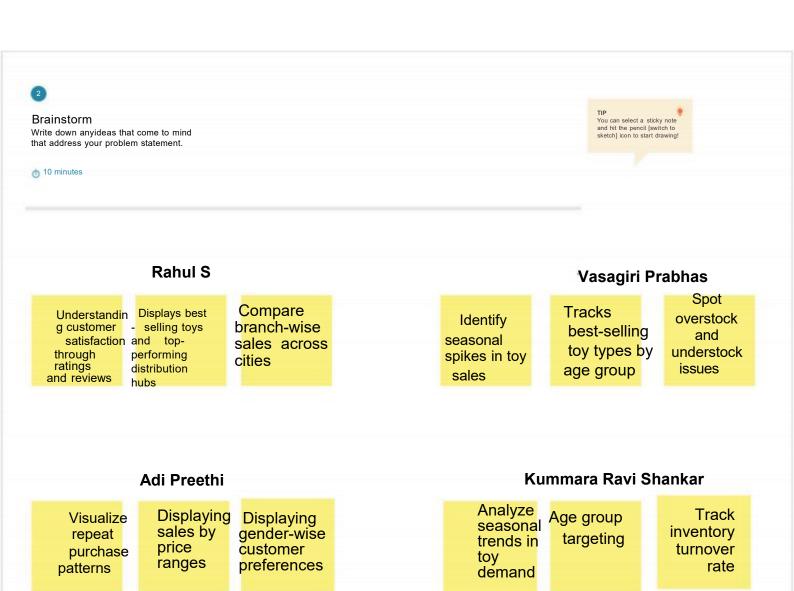
The dataset included details like shipping duration, partner performance ratings, return frequencies, order channels (e.g., online, retail), and product review data.

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 visualize ToyCraft's distribution and customer experience journey—empowering business teams to make smarter, logistics-informed decisions.



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





### 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.

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

and 20 minutes

## 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 bestselling toys based on target age range

## Inventory & supply chain

## Raw material usage patterns

stocks and overstock trends

## Supplier delivery time analysis

inventory turnover rates

## 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

## Customer & Behavioural insights

Customer demographics and segmentation

Average spending per customer

Repeat vs new customer purchases Customer purchase jounery visualization

Step-3: Idea Prioritization

