Ideation Phase Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID47718
Project Name	ToyCraft Tales: Tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

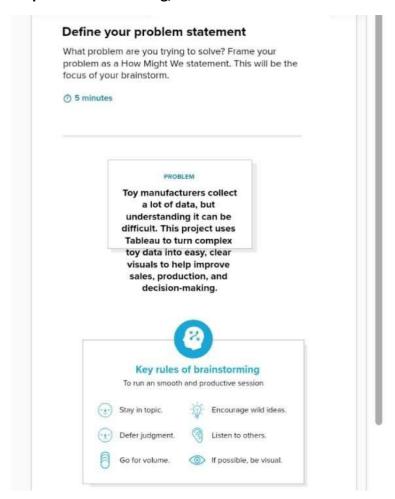
Brainstorm & Idea Prioritization Template:

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.

Reference: https://www.mural.co/templates/brainstorm-and-idea-prioritization

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



Step-2: Brainstorm, Idea Listing and Grouping

1. Production Efficiency
Monitoring Analyze
production output vs.
targets. Detect
bottlenecks or delays in
the manufacturing
process. Optimize
resource allocation for
different toy lines.

1. Sales Performance
Dashboard Track sales
by product category,
region, and time period.
Identify best-selling and
low-performing toys.
Spot seasonal trends
(e.g., holiday spikes).

Customer
 Demographics Insights
 Understand sales
 patterns by customer
 age group or region.
 Discover which products
 appeal to different
 customer segments.

 Inventory Management Visualize stock levels for each toy model.

Highlight slow-moving or overstocked items.

Forecast demand using historical sales data.



- 1 Sales Analysis Group
 Goal: Focus on
 understanding toy sales
 trends. Tasks: Collect and
 clean sales data (Product,
 Region, Time). Create
 Tableau dashboards for:
 Best-selling toys. Regional
 sales performance.
- 2 Inventory Insights Group Goal: Optimize toy stock management. Tasks:
 - Analyze stock levels and turnover rates.
 - Visualize overstocked and understocked items.
 - Suggest inventory improvement strategies.
- 3 Market and Customer
 Behavior Group Goal:
 Understand market demand
 and customer preferences.
 Tasks: Gather demographic
 and market data. Visualize
 which toys are popular in
 different regions or age
 groups. Recommend product
 placement strategies.

Step-3: Idea Prioritization

