

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS34377
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

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
👥 4 team members

●

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

Decide who should participate in the session and send an invite. Share relevant information to pre-prepare ahead.

2

Set the goal

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

3

Select the problem statement

Analyze the assigned problem statement thoroughly.

1

Define your problem statement

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

⌚ 5 minutes

Session

How might we Visualize Housing Market Trends: An Analysis of Sale Prices and Features using Tableau?

Key rules of brainstorming

To run an smooth and productive session

🗣️ Stay on topic.

💡 Encourage wild ideas.

🚫 Defer judgment.

👂 Listen to others.

🗨️ Go for volume.

👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

5. Series

Analyze the document and calculate the average sales and get an understanding of the pattern.

Ch. Yoda Summary

Analyze the dataset and see the effect of different features like no. of bathrooms, bedrooms on the house prices over the years.

Ch. Angel

Based on the dataset get an idea on distribution of House Age by Renovation Status.

Ch. Interiors

Compare the house prices over the years and predict the pattern.

Tip

Remember to write down your ideas as they come. Don't worry about the quality of the ideas.

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 large, break it up into smaller sub-groups.

10 minutes

Tip

Ask participants to write down their ideas on sticky notes and then group them into clusters.

1. Clean and preprocess the downloaded dataset

2. Create some visualizations so that the customers can easily understand the underlying patterns.

3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.

Step-3: Idea Prioritization

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

Tip

Participants should use their cursor to click on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Importance

If much of time would be spent without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more realistic than others? (Cost, time, effort, complexity, etc.)

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