

# 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

The screenshot shows a template for a Brainstorm & Idea Prioritization session. On the left, there's a sidebar with a blue header labeled "Template". The main area has a white background with a large title "Brainstorm & idea prioritization" and a sub-instruction "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.". Below this, there are three sections: "Before you collaborate" (with a lightbulb icon), "Define your problem statement" (with a document icon), and "Key rules of brainstorming" (with a circular icon). Each section includes a brief description, a timer icon indicating time spent, and a small note about the number of team members required.

**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

**Define your problem statement**  
Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau  
⌚ 5 minutes

**Key rules of brainstorming**  
To run a smooth and productive session

- Stay on topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for quantity.
- 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

**6. Sales**

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

**Ch. 10 Journals**

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

**Dr. Age**

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

**Group ideas**

Take turns sharing your ideas while clustering similar or related ideas 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

**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

**Importance**

If these ideas could get 100% of the budget, difficulty or cost, which would score highest?

**Feasibility**

Regardless of other importance, which ideas are more feasible than others? (Clock time, effort, complexity, etc.)

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**2. Story telling and recommendations:**  
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**2. Create some visualizations so that the customers can easily understand the underlying patterns.**