Ideation Phase

Brainstorm and Idea Prioritization Template

Date	18 October 2023
Team ID	Team-592731
Project Name	Walmart Sales Analysis For Retail Industry With Machine Learning
Maximum Marks	4 marks

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

Step 2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

3

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.

⏱ 20 minutes

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

Akshara

Analyze customer data to identify distinct segments and their purchasing behavior, allowing for targeted marketing strategies.

Develop predictive models to forecast demand for various products, enabling optimized inventory management.

Examine sales trends across different seasons and holidays to tailor promotions and stock levels accordingly.

Chetan

Explore which products are often purchased together, helping optimize product placements and cross-selling opportunities.

Analyze how pricing impacts sales and competitor pricing to determine the most profitable pricing strategy.

Use location data to identify regional sales variations and adapt strategies based on geographical factors.

Yogitha

Monitor customer reviews and feedback to understand sentiment and improve customer satisfaction.

Study how external factors like economic indicators and weather conditions affect sales, and adjust strategies accordingly.

Implement recommendation engines to suggest relevant products to customers, increasing cross-selling and upselling opportunities.

Market Basket Analysis and Cross-Selling:

Customer Sentiment and Satisfaction

External Factors and Event Impact

Customer Insights and Segmentation
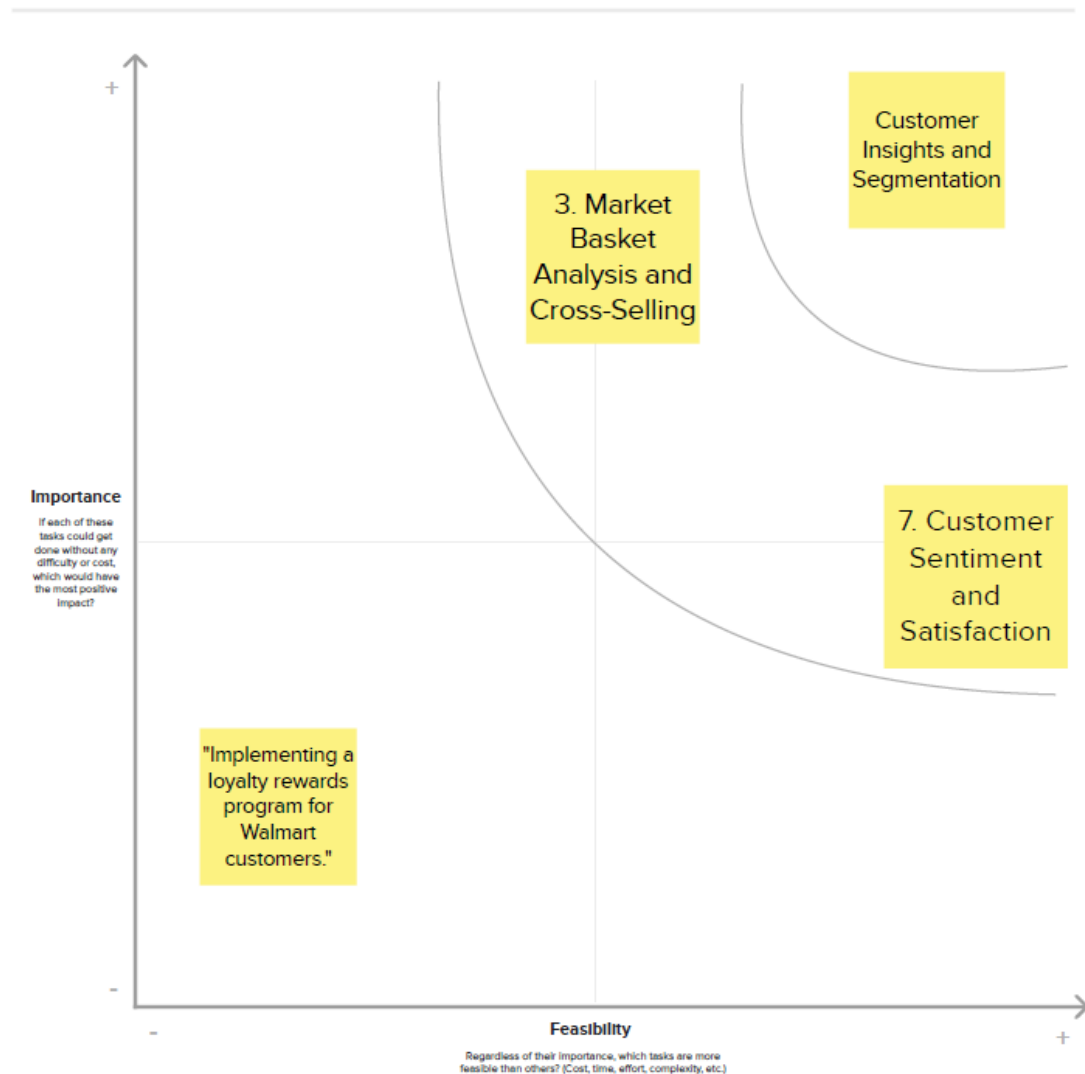
Step 3: Idea Prioritization:

④

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 can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Customer Insights and Segmentation

3. Market Basket Analysis and Cross-Selling

7. Customer Sentiment and Satisfaction

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

"Implementing a loyalty rewards program for Walmart customers."

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

Link:

https://app.mural.co/t/walmartsa7268/m/walmartsa7268/1697696018199/7ceeb26 0be62e2db80b4014d4a1d6aa28a3537e5?sender=ued10059affdb6fd25b915391