

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	18 October 2023
Team ID	Team-593170
Project Name	Walmart Sales Analysis for Retail Industry with Machine Learning
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.

#### Link:

<https://app.mural.co/t/maneeshababburi9707/m/maneeshababburi9707/1697561731647/286572a284d7161a712e4a557f9cf4456125416e?sender=udc4d953fbf1a239b6d129482>

### 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
- 👤 2-8 people recommended

➔

**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

A

**Team gathering**

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

**Set the goal**

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

C

**Learn how to use the facilitation tools**

Use the Facilitation Superpowers to run a happy and productive session.

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1

**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we improve the accuracy of holiday sales forecasts for Walmart's 45 stores by leveraging machine learning algorithms and historical sales data, enabling better inventory management and resource allocation during holiday seasons?

WHO?

Walmart, its management, sales and marketing teams directly.

WHAT?

Examine holiday sales forecasts can lead to suboptimal inventory management, staffing, and marketing decisions for Walmart.

WHEN?

During the holiday seasons, include events such as Christmas, Thanksgiving, Super Bowl, and Labor Day.

WHERE?

Walmart's retail stores, which operate in various locations.

WHY?

Walmart can optimize inventory management, and improve customer satisfaction, leading to increased revenue and reduced costs.

## 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!



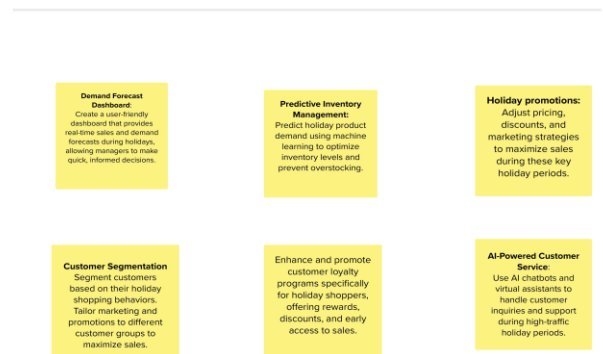
3

### 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 can 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.



## 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.

