Ideation Phase
Brainstorm & Idea Prioritization Template

Date	18 June 2025
Team ID	LTVIP2025TMID51729
Project Name	Toy Craft Tales Tableau's Vission
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

Busam Soma Sri

**Seasonal Sales
Dashboard** –
Visualize sales
peaks during
holidays (e.g.,
Christmas, Diwali,
Summer).

Bandaru Sai Ramya

**Year-over-Year
Sales Trends** –
Compare how
specific toy
categories have
performed annually.

Badarla Vinay Surya

**Trend Forecasting
using Moving
Averages** – Predict
upcoming seasonal
demands.

B Chalith

**Holiday Campaign
Impact Analysis** –
Show the effect of
specific marketing
campaigns on
sales.

Type your heading...

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.
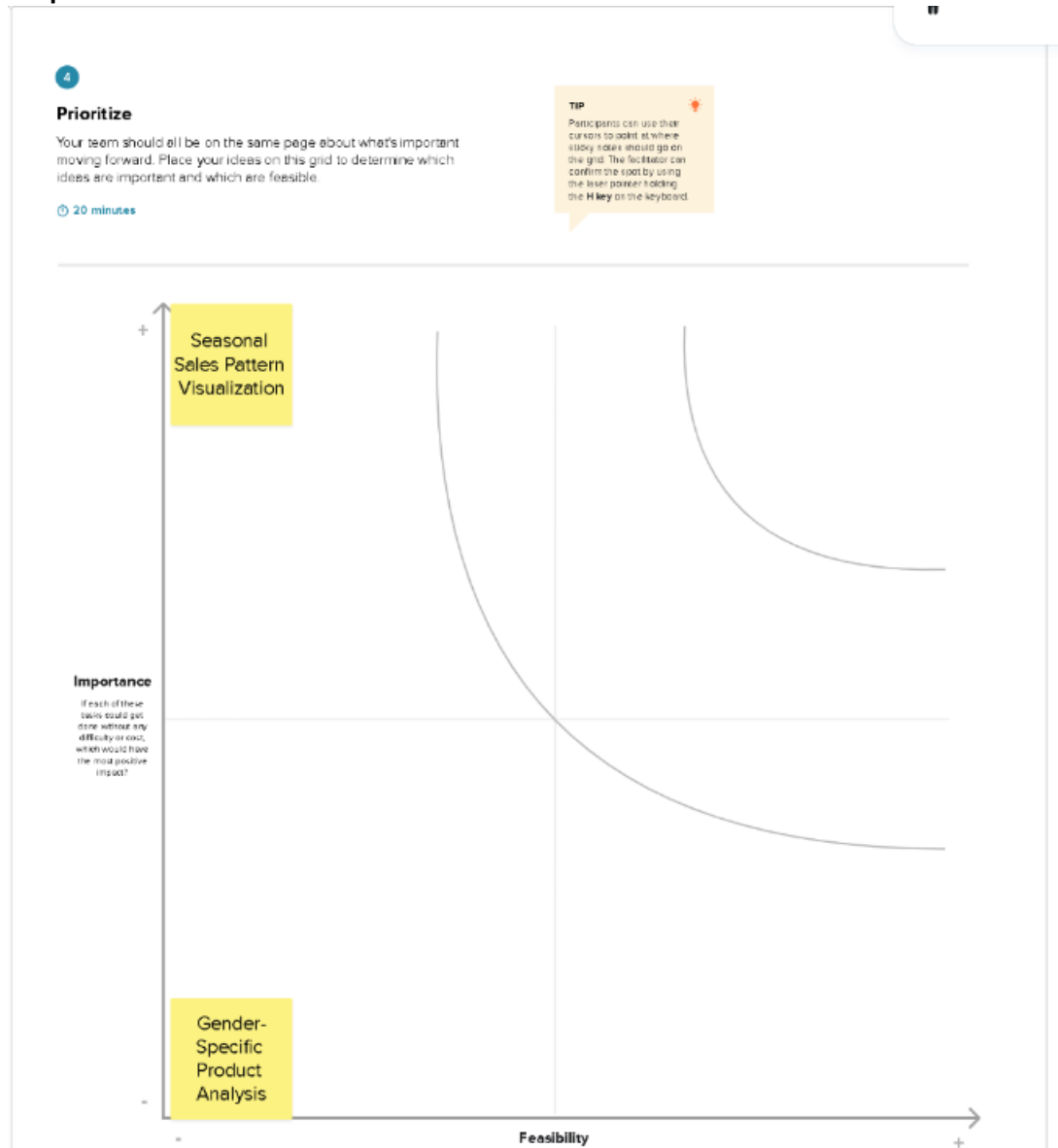
⏱ 20 minutes

Demographic-
based toy
preference
heatmap (age,
gender,
location).

Gender-specific
product analysis
(e.g., action
figures vs. craft
toys).

Regional
sales
comparison
using maps.

Step-3: Idea Prioritization

Submitted Template link:
https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d34
60c24477a5a6fa?sender=u47cabad28f7fc43c7e754820

Conclusion (for Brainstorming & Prioritization Section)

Through a structured brainstorming process, we explored multiple creative ideas related to electricity consumption analysis using Tableau.

The ideas were then grouped into two meaningful cluste

Each idea was carefully prioritized based on its relevance to the project goals and its feasibility given the available data and tools.

As a solo contributor, this process helped me gain clarity on which features to focus on during development. The top-priority ideas will directly shape the design of the visualizations, dashboards, and storytelling in Tableau.

Moving forward, these insights will guide the project into the data preparation, visualization, and web integration phases.