# Ideation Phase

**Brainstorm & Idea Prioritization Template**

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| Date | 22 October 2023 |
| Team ID | NM2023TMID07243 |
| Project Name | Leveraging Data Analysis For Optimal Marketing  Campaign Success |
| 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

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

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**Problem**

**The real problem is there is no proper visualizations for analysing data. So by using “IBM COGNOS ANALYSIS” we can provide our solutions through various visualizations for our topic “**Leveraging Data Analysis for Optimal Marketing Campaign Success**“**

**Step-2: Brainstorm, Idea Listing and Grouping**

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**Step-3: Idea Prioritization**

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