

Ideation Phase

Brainstorm & Idea Prioritization Template

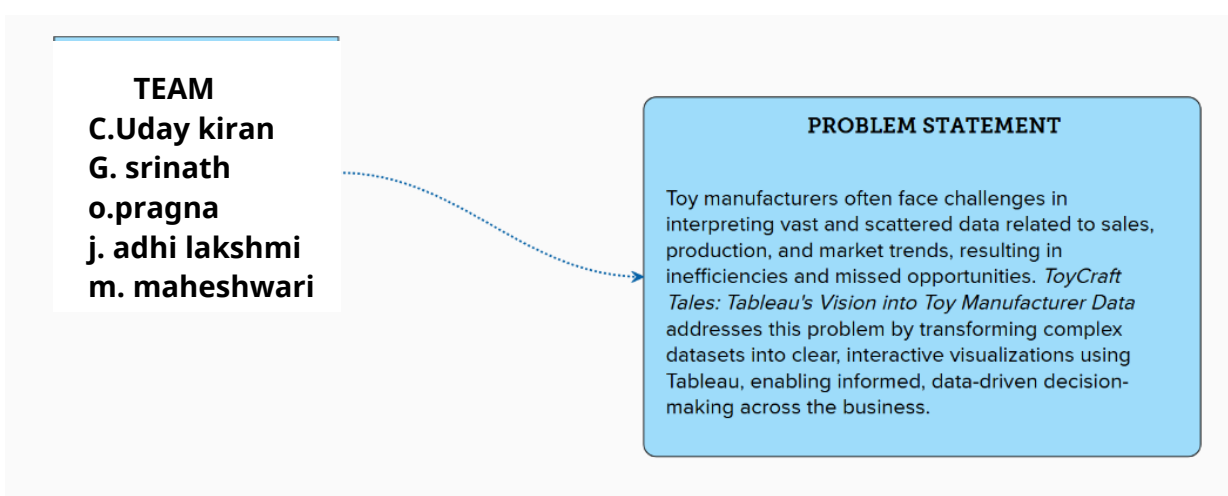
Date	13 FEB 2026
Team ID	LTVIP2026TMIDS85654
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data.
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

In the project "*ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data*," the brainstorming phase focused on identifying the most impactful ways to visualize and interpret data for better business decision-making. Key ideas included tracking sales trends over time, analyzing top-performing toy categories, identifying regional demand patterns, and evaluating seasonal spikes in sales. Additional considerations involved comparing production volumes to actual sales, assessing marketing campaign effectiveness, and monitoring inventory turnover. These ideas were explored with the goal of making complex data more accessible and actionable through intuitive, interactive dashboards.

For prioritization, the focus shifted to selecting insights that offer the highest value to stakeholders. Top priority was given to dashboards that reveal underperforming products, uncover untapped market regions, and highlight demand-supply mismatches, as these can directly drive strategic improvements. Visual tools like heatmaps, time series graphs, and filterable charts by age group, region, and toy type were prioritized for their ability to present insights clearly. The goal is to empower toy manufacturers with data-driven stories that enhance operational efficiency, improve marketing focus, and support smarter, faster business decisions.

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





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



Team gathering

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



Set the goal

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



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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 [your problem statement]?

Toy manufacturers often face challenges in interpreting large volumes of fragmented data across sales, production, and distribution channels. *ToyCraft Tales* aims to solve this by using Tableau to convert complex data into clear, interactive visualizations that support faster, smarter decision-making.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

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!

C.uday kiran

visualize toy sales by region using maps

Analyse seasonal trends in toy demand.

Track inventory turnover rate.

compare product performance across categories.

G.srinath

Highlight top-performing stories and branches.

Forecast future sales using historical data.

Identify bottleneck in manufacturers.

Monitor supplier performance.

j.adhi lakshmi

predicted analysis for future demand.

Average spending for customer.

Forecasting lines.

Promotion planning effectiveness.

O.Pragna & A.maheshwari

Customer purchase journey visualization.

Raw material usage patterns.

Control Charts

Bullet Graphs

3

Group ideas

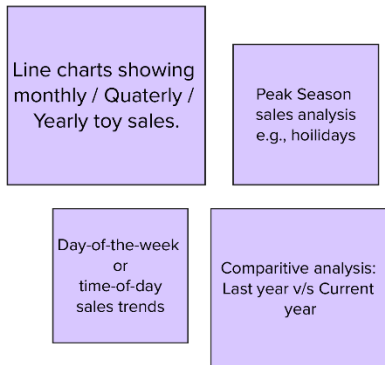
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

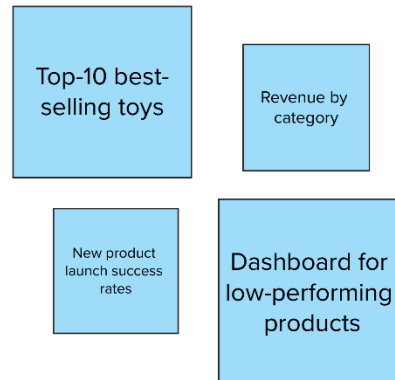
TIP

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

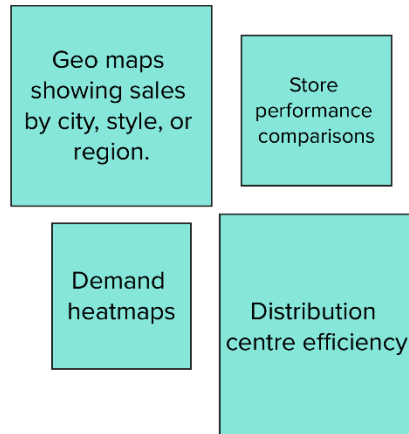
Cluster-1: Sales Performance & Trends



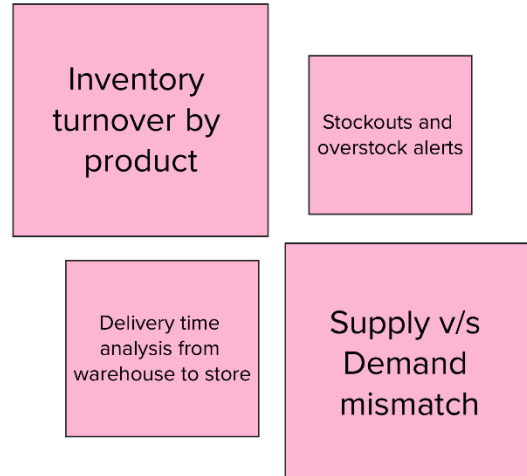
Cluster-2: Product & Category Insights



Cluster-3: Geographic Regional Analysis



Cluster-4: Supply chain & Inventory management



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.

