

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 17 February 2026 |
| Team ID | LTVIP2026TMIDS80881 |
| Project Name | Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization Template:

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

The template interface features a vertical blue sidebar on the left labeled "Template". The main area is divided into three columns. The first column contains a circular icon with a lightbulb and wavy lines, followed by the title "Brainstorm & idea prioritization". Below the title is a descriptive text block: "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." At the bottom of this column are preparation details: "10 minutes to prepare", "1 hour to collaborate", and "4 team members". The second column starts with a blue circle icon and the heading "Before you collaborate". It includes a sub-section "Team gathering" with instructions to define participants and send invites. The third column begins with a blue circle icon and the heading "Define your problem statement". It lists a "PROBLEM" section: "How might we Visualize Housing Market Trends: An Analysis of Sale Prices and Features using Tableau?". A "Key rules of brainstorming" box at the bottom right provides guidelines: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and 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 icon to switch from text drawing.

G. Sai Babu
Analyze the document and calculate the average sales and get an understanding of the pattern.

Ch. Veda Semitha
Analyze the dataset and see the effect of different features like no.of bathrooms, bedrooms on the house prices over the years.

Ch. Angel
Based on the dataset get an idea on distribution of House Age by Renovation Status

D.Rengarayakulu
Compare the house prices over the years and predict the pattern.

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. Instead of using a color, categorize important ideas as themes or within your mind.

1. Clean and preprocess the downloaded dataset

2. Create some visualizations so that the customers can easily understand the underlying patterns.

3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends.

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 cursor to point at where sticky notes should go on the grid. The facilitator can control the cursor using the laser pointer holding the **H key** on the keyboard.

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

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

| Importance | Feasibility | Task |
|------------|-------------|---|
| High | High | 1. Clean and preprocess the downloaded dataset |
| Medium | Medium | 2. Create some visualizations so that the customers can easily understand the underlying patterns. |
| Low | High | 3. Story telling and recommendations: Create tableau story with dashboards for each scenario and give some strategic recommendations based on trends. |