Ideation Phase
Brainstorm & Idea Prioritization Template

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

Step-2: Brainstorm, Idea Listing and Grouping

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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 (which to sketch) icon to start drawing!

G. Sai Babu

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

Ch. Veda Samhitha

Analyse 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.Renganayakulu

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 and 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.

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

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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.

1. Clean and preprocess the downloaded dataset

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

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

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

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