Project Design Phase
Proposed Solution Template

Date	27 june2025
Team ID	LTVIP2025TMID49260
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The US toy manufacturing industry faces inefficiencies in production, supply chain management, and market responsiveness. Historical data (2005–2016) reveals gaps in demand forecasting, regional disparities in manufacturing output, and outdated business models
2.	Idea / Solution description	Develop a **data-driven analytics platform** that: | | | - Analyzes historical trends (Kaggle dataset) to identify production inefficiencies. | | | - Uses predictive modeling to optimize supply chains and inventory. | | | - Recommends regional adjustments to align manufacturing with demand
3.	Novelty / Uniqueness	First solution combining **manufacturing data + economic policy tools** | | | - **State-specific predictive models** (e.g., warns PA manufacturers about -47% decline risk) | | | - **Real-time subsidy calculator** for local government partnerships
4.	Social Impact / Customer Satisfaction	Could **save 150+ manufacturers/year** from closure (based on 2009-2016 avg decline) | | | - **Preserves local jobs**: 62% of toy manufacturers employ <50 people | | | - **Revives declining states**: Targeted support for MI, OH, PA clusters
5.	Business Model (Revenue Model)	**B2G (Government)**: $50k/year per state for premium access | | | - **B2B (Manufacturers)**: $200/month for predictive analytics | | | - **Data Licensing**: $5k/month to retailers for supply chain insights
6.	Scalability of the Solution	Expand to **Canada/Mexico** (similar NAFTA industry patterns) | | | - Adaptable to **other declining industries** (furniture, textiles)

		| | | - Modular design allows **custom state policy integrations** |