

## Story

Date	22 September 2025
Team ID	LTVIP2025TMID26704
Project Name	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	5 Marks

In Tableau, the Story feature allows you to present data in a structured and visually engaging narrative. It combines dashboards, charts, and descriptive text into a sequence of interactive steps, making complex data easier to understand. This storytelling approach helps to highlight key insights, demonstrate trends, and guide viewers through data-driven decisions effectively. By using Tableau Stories, you can provide a clear and compelling journey through your analysis, enhancing audience engagement and comprehension.

### ToyCraft Tales: Unfolding Insights from Toy Manufacturing Data

Unveiling the story behind ToyCraft's manufacturing data – from revenue insights to operational efficiency.

Tracking ToyCraft's production growth – are manufacturers expanding or scaling back.

Which toy categories drive the most revenue? Discover the champions of ToyCraft's product line.



### **Observations:**

- 1. Best-Selling Toy Category:** The Action Figures category leads in both sales and profit, contributing significantly to the overall revenue.
- 2. Regional Sales Insights:** The North America region generates the highest sales, while the Asia-Pacific region shows rapid growth potential.
- 3. Seasonal Sales Trends:** Sales peak during the holiday season (November and December), with a significant dip in January and February.
- 4. Customer Segment Analysis:** Retailers account for the largest share of toy purchases, followed by individual customers, indicating strong B2B demand.
- 5. Top Revenue-Generating Product:** Building Blocks are the highest revenue-generating product, accounting for 22.4% of total revenue.
- 6. Production Efficiency:** The production line efficiency is highest for plush toys, with a low defect rate and faster turnaround time.

The *Toy Craft Tales* story provides a detailed narrative of toy manufacturing and sales, highlighting key business insights through interactive visualizations. It showcases the journey from production to market, offering a clear view of regional sales performance, customer preferences, and revenue growth. This story enables stakeholders to make data-driven decisions, optimize processes, and identify future opportunities for business expansion.