Data Collection and Preprocessing Phase

Date	19 March 2025
Team ID	LTVIP2025TMID26704
Project Title	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Data Collection Plan & Raw Data Sources Identification

The "Toy Craft Tales" project utilizes Tableau to analyse toy manufacturing data. The data collection and preprocessing process focuses on cleaning, transforming, and validating internal sales records. This ensures data accuracy and consistency, enabling comprehensive insights into sales performance and customer preferences. The project supports better decision-making by identifying key trends and optimizing business strategies.

Data Collection Plan Template

Section	Description
Project Overview	The "Toy Craft Tales" project aims to leverage Tableau to analyse toy manufacturing data, offering insights into sales trends, regional performance, and customer preferences. This analysis supports data-driven decision-making for optimized production and sales strategies.
Data Collection Plan	Data for this project is sourced from internal toy manufacturing sales records, which include detailed transactional data, product information, regional sales, and customer demographics. This data will be cleaned and transformed using Tableau Prep for visualization and analysis.
Raw Data Sources Identified	The raw data for the "Toy Craft Tales" project is sourced from internal toy manufacturing sales records. This dataset includes comprehensive information such as product categories, regional sales, customer demographics, and transaction details. It is stored in an Excel format within a secure internal database, ensuring data accuracy and controlled access. This dataset serves as the foundation for analysing sales trends, understanding customer preferences, and supporting data-driven decision-making through Tableau's advanced analytics capabilities.

Raw Data Sources Template

Source Name	*Description*	*Location/URL*	*Format*	*Size*	*Access Permissions*
Toy Manufacturing Sales Data	Contains detailed sales records including product categories, regional data, and customer information.	Internal Database / Excel File toy_manufacturing_sales_data.xlsx	Excel	5 MB	Private (with authorized access)

The "Toy Craft Tales" project emphasizes a systematic approach to data collection and preprocessing. By ensuring data accuracy, completeness, consistency, and timeliness, this project leverages Tableau's advanced analytics capabilities to extract valuable insights from toy manufacturing data. This structured methodology enhances decision-making, enabling the identification of key sales trends and operational efficiencies.