

## **Business Question and Visualization Report**

<b>Date</b>	20 September 2025
<b>Team ID</b>	LTVIP2025TMID26704
<b>Project Name</b>	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
<b>Maximum Marks</b>	5 Marks

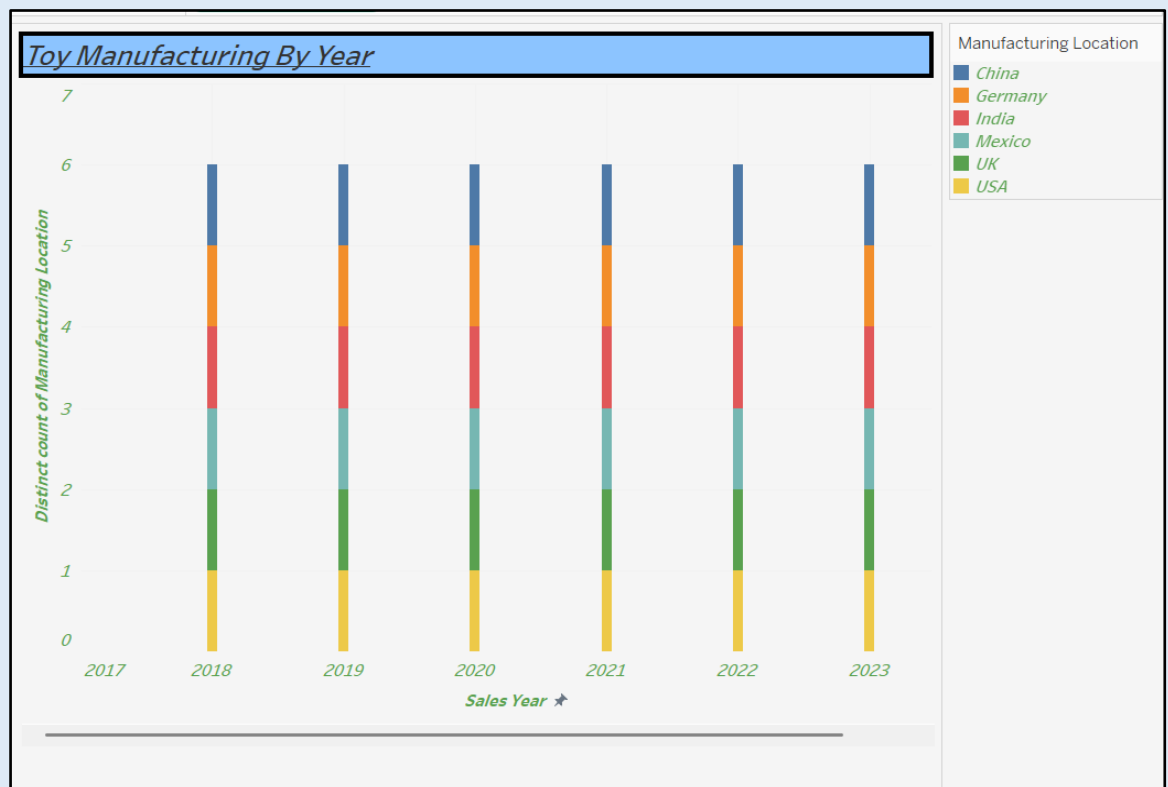
Visualization development refers to the process of creating graphical representations of data to facilitate understanding, analysis, and decision-making. The goal is to transform complex datasets into visual formats that are easy to interpret, enabling users to gain insights and make informed decisions. Visualization development involves selecting appropriate visual elements, designing layouts, and using interactive features to enhance the user experience. This process is commonly associated with data visualization tools and platforms, and it plays a crucial role in business intelligence, analytics, and reporting.

### **Business Questions and Visualisation**

The process involves defining specific business questions to guide the creation of meaningful and actionable visualizations in Tableau. Well-framed questions help in identifying key metrics, selecting relevant data, and building visualisation that provide insights.

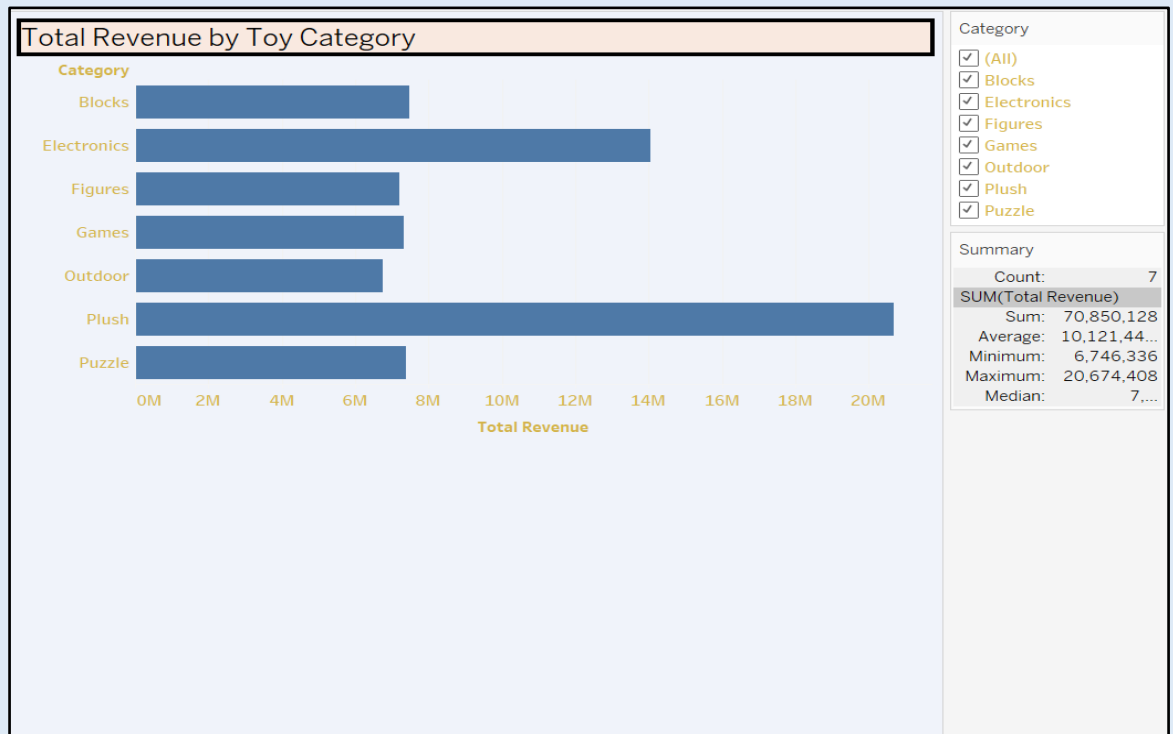
**1. How has the number of toy manufacturers changed over the years?**

- *Visualization: Toy Manufacturers by Year (Bar Chart)*



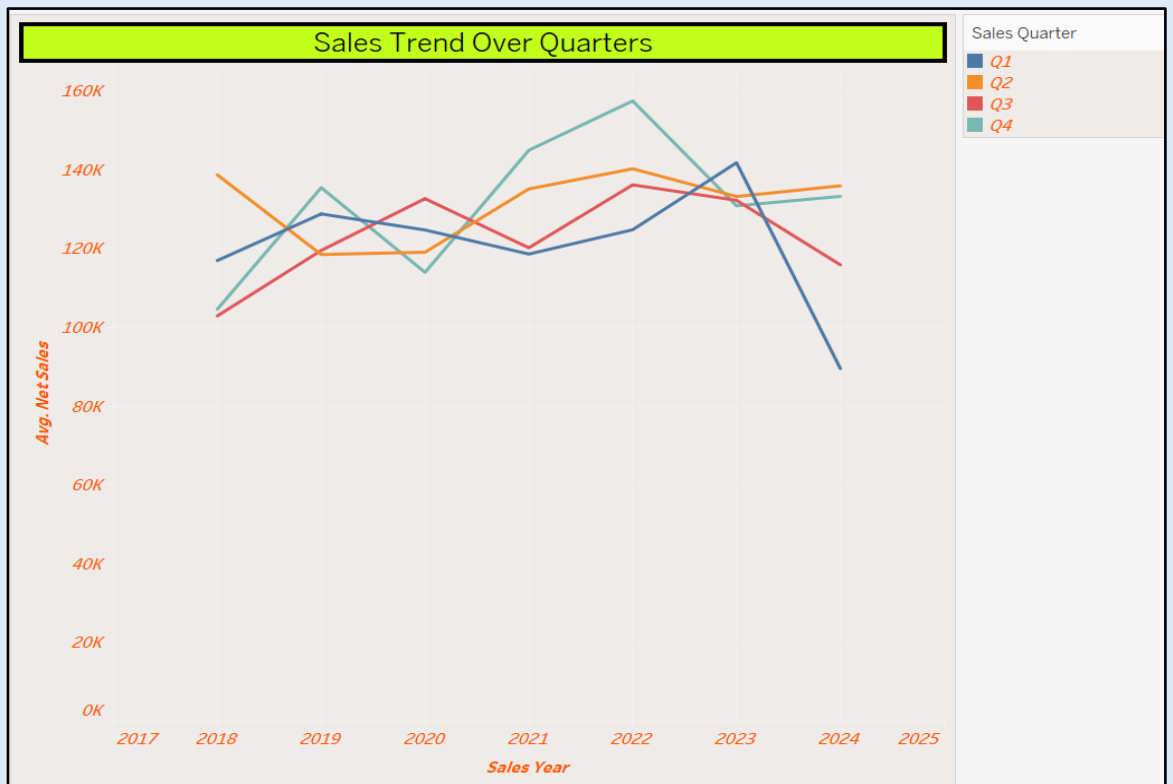
## 2. Which toy category generates the highest revenue?

- Visualization: Total Revenue by Toy Category (Horizontal Bar Chart)



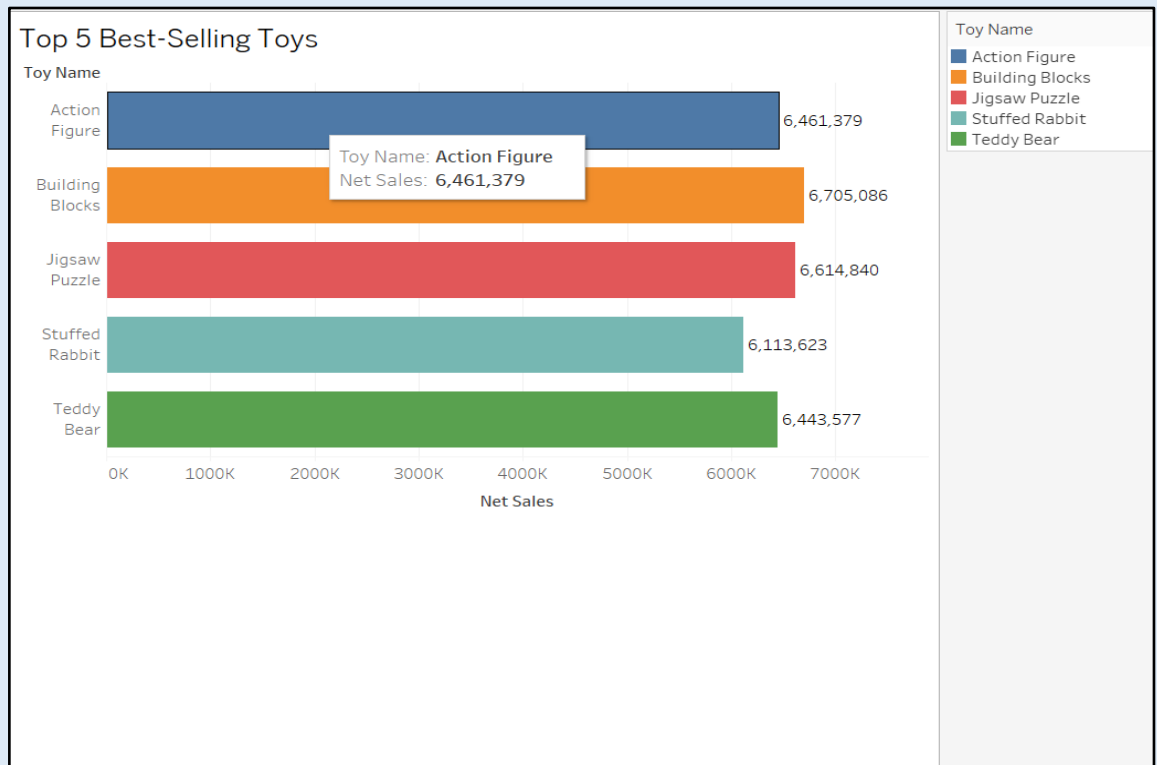
## 3. Which quarter consistently drives the highest sales?

- Visualization: Sales Trend Over Quarters (Line Chart)



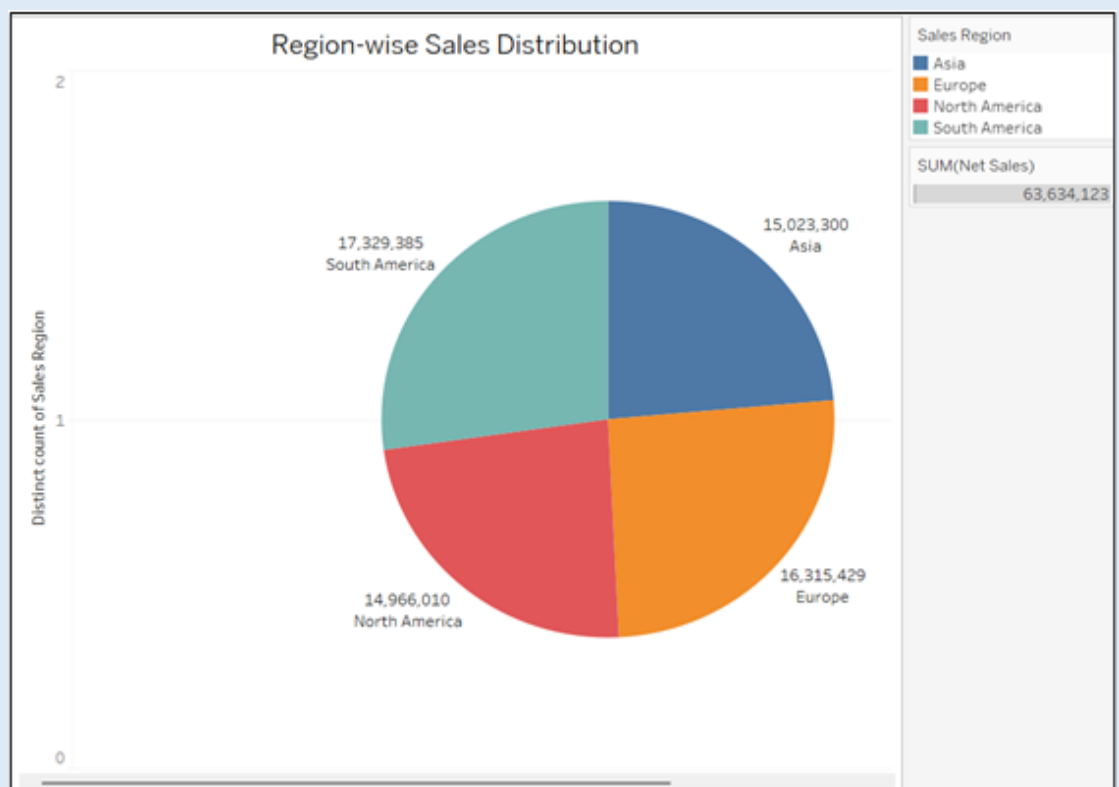
#### 4. what are the top 5 best-selling toys?

- Visualizations: **Top 5 Best-Selling Toys** (Bar Chart)



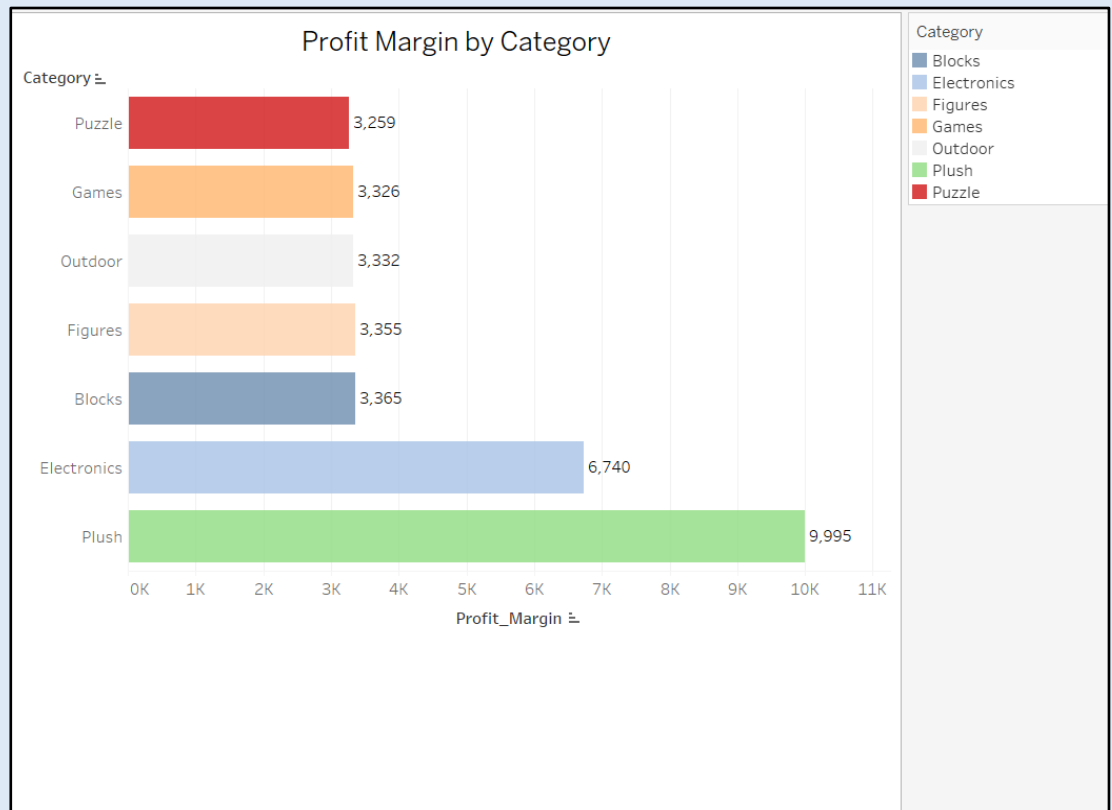
#### 5. Which region contributes the most to total sales?

- Visualizations: **Region-wise Sales Distribution** (Pie Chart or Map Chart)



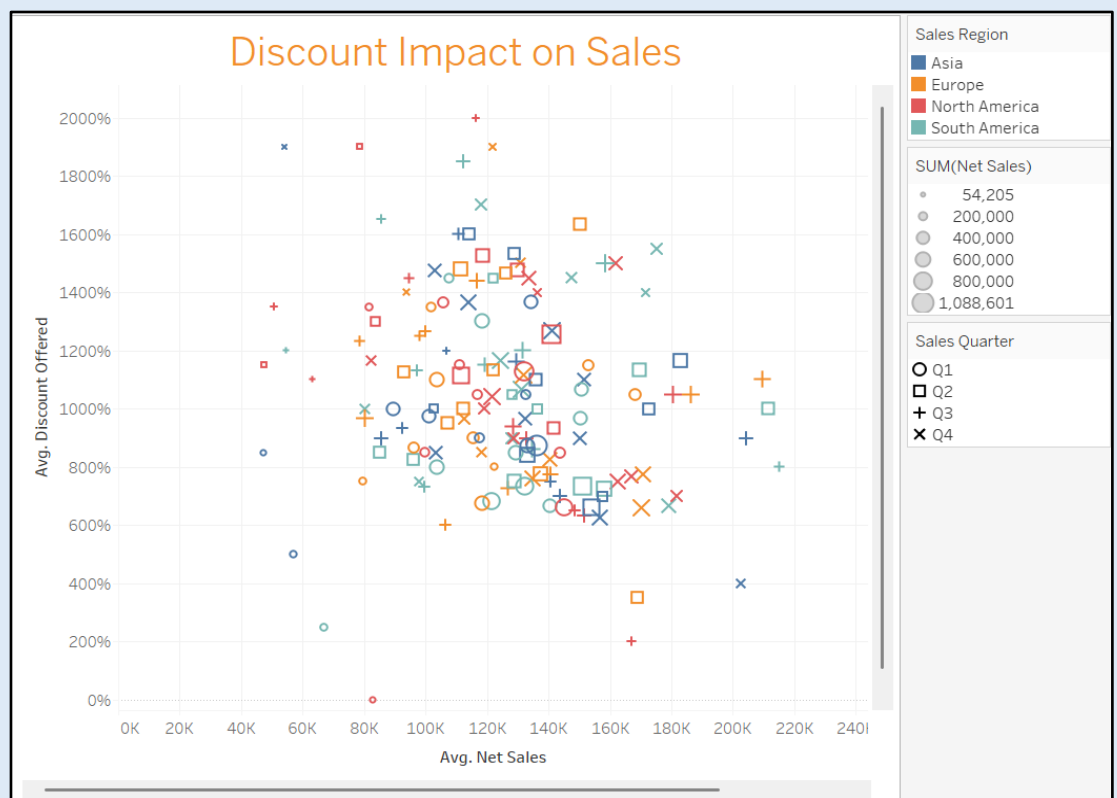
## 6. Which toy category has the highest profit margin?

- *Visualizations: Profit Margin by Category (Bar Chart or Bullet Chart)*



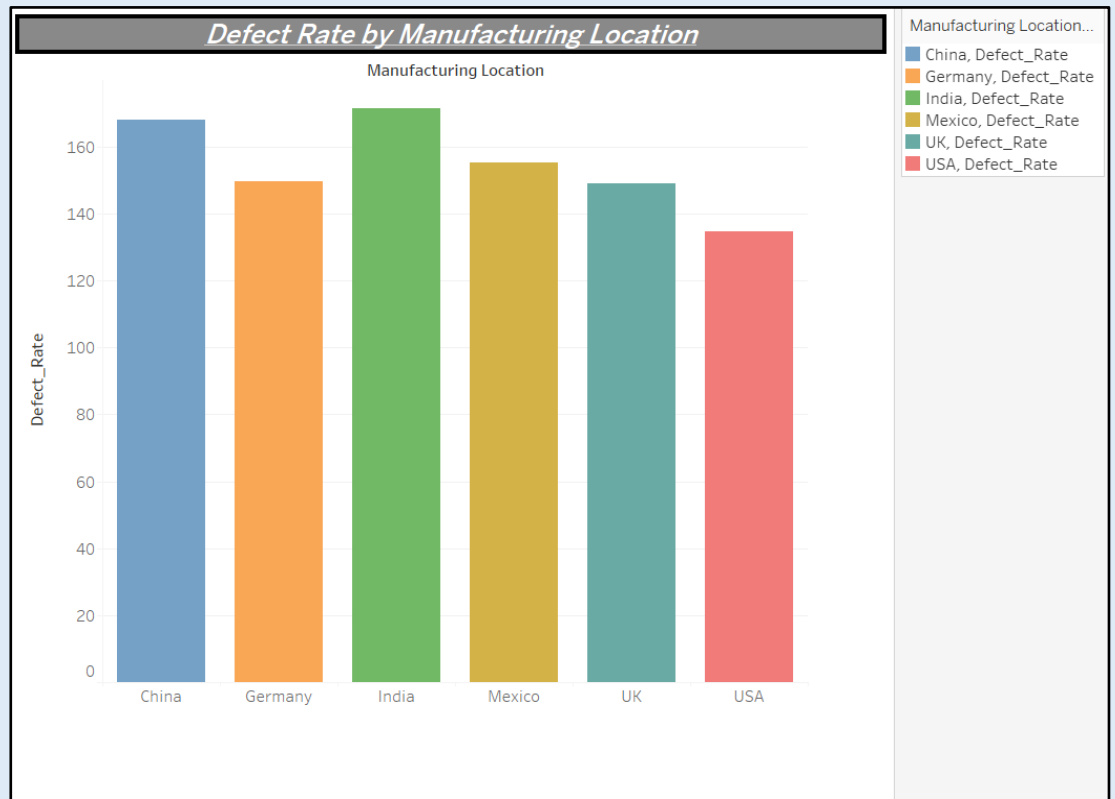
## 7. Is there a positive or negative correlation between discounts and sales?

- *Visualizations: Discount Impact on Sales (Scatter Plot)*



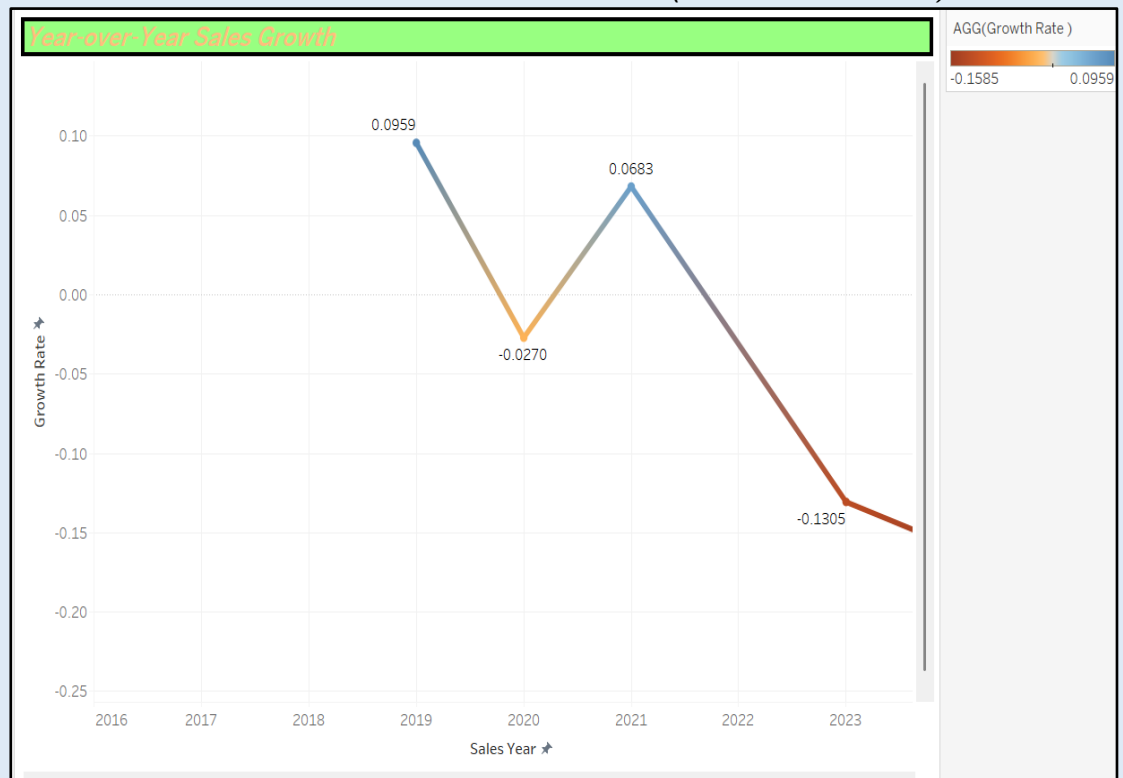
8. Which manufacturing location has the highest defect rate?

○ *Visualizations: Defect Rate by Manufacturing Location (Bar Chart)*



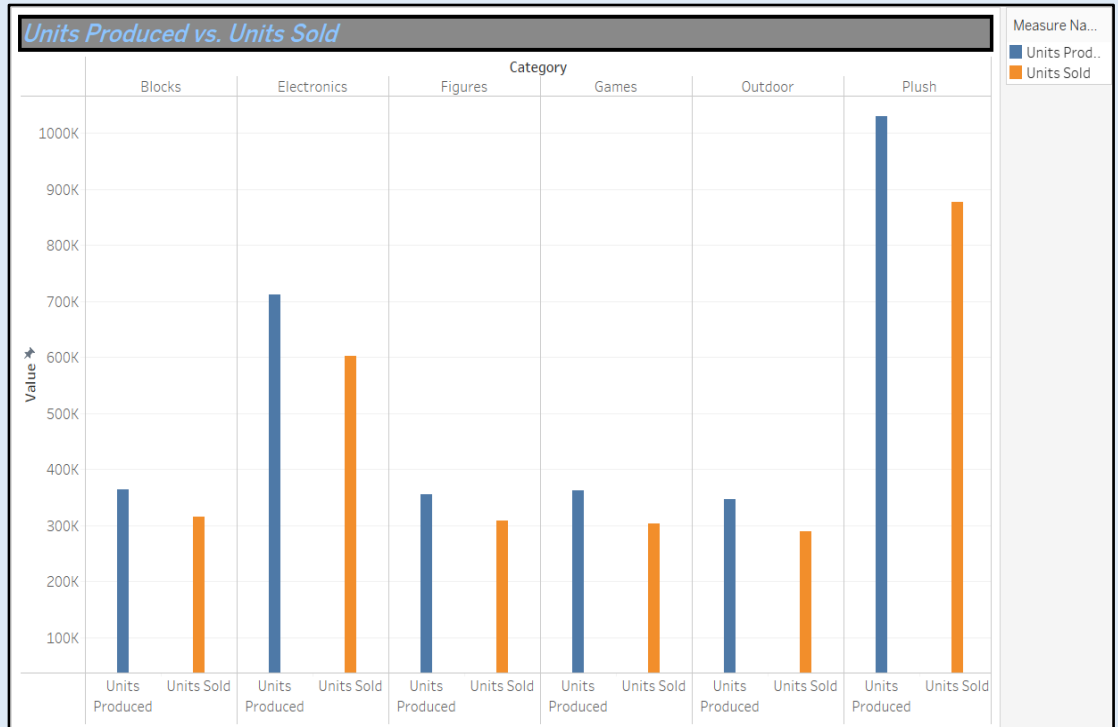
9. Which categories maintain a balanced production-to-sales ratio?

○ *Visualizations: Units Produced vs. Units Sold (Stacked Bar Chart)*



## 10. How has Toy Craft's sales grown or declined year-over-year?

- *Visualizations: Year-over-Year Sales Growth (Line Chart with Dual-Axis if needed)*



The business questions and corresponding visualizations in this report provide a comprehensive analysis of key metrics affecting Toy Craft's operations. By transforming complex data into actionable insights using Tableau, stakeholders can identify trends, optimize strategies, and drive informed decision-making. These visualizations facilitate a deeper understanding of sales performance, regional contributions, product profitability, and operational efficiency, enabling the company to enhance growth and maintain competitive advantage.