

Project Initialization and Planning Phase

Date	15 March 2025
Team ID	LTVIP2025TMID26704
Project Name	TOY CRAFT TALES: TABLEAU'S VISION TOY MANUFACTURER DATA
Maximum Marks	3 Marks

Customer Problem Statement

“Toy manufacturers face significant challenges in managing and analyzing production data. With data scattered across multiple systems, it becomes difficult to get a centralized view of operations, leading to inefficiencies and delayed decision-making. Manual tracking of product quality is time-consuming and prone to errors, making it hard to identify defects promptly. The lack of real-time monitoring increases the risk of overlooking quality issues, which can result in customer dissatisfaction and potential recalls. These inefficiencies make it challenging for manufacturers to maintain operational excellence and meet evolving customer demands effectively”.

To address these issues, analyzing key areas of toy manufacturing data can provide actionable insights. Production efficiency data can reveal bottlenecks and track downtime, allowing better resource allocation. Quality control data helps monitor defect rates and identify patterns in faulty products, enabling faster resolution. Supply chain data provides visibility into delivery delays and material shortages, helping to improve supply reliability. Customer feedback analysis uncovers recurring complaints and satisfaction levels, guiding product improvements. Additionally, tracking operational costs across labour, materials, and overheads highlights opportunities for cost reduction and process optimization. Leveraging Tableau’s capabilities, these datasets can be visualized in real-time, enabling toy manufacturers to make informed decisions and enhance their operational workflows.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel	Impact on Business	Proposed Solution
PS-1	Toy Manufacturer	Analyze production efficiency	Data is scattered across systems	There is no centralized view	Frustrated and unable to make quick decisions	Reduced productivity and delays	Implement a centralized data dashboard using Tableau
PS-2	Operations Manager	Identify product quality issues	Manual tracking is slow and error-prone	Real-time monitoring is unavailable	Concerned about missing defects and customer complaints	Increased defect rates and recalls	Automate quality checks with real-time monitoring in Tableau
PS-3	Supply Chain Coordinator	Optimize material delivery timing	Lack of visibility in supply chain	Data is not updated in real-time	Anxious about unexpected delays and production stoppages	Supply chain inefficiencies	Use Tableau to track real-time supply chain performance
PS-4	Customer Support Manager	Address customer complaints quickly	Data on customer feedback is unorganized	Difficult to identify recurring issues	Overwhelmed by delayed responses and unresolved complaints	Poor customer satisfaction	Build a customer feedback analysis dashboard in Tableau
PS-5	Finance Analyst	Control operational costs	Cost data is fragmented	Hard to track expenses accurately	Worried about exceeding budget and missing cost-saving opportunities	Increased operational costs	Integrate cost tracking and visualization using Tableau

Toy manufacturers can overcome critical challenges in managing and interpreting large volumes of scattered data. Implementing centralized dashboards and real-time monitoring not only enhances decision-making but also improves operational efficiency, quality control, and customer satisfaction. With clear insights into production, supply chain, and customer feedback, manufacturers can identify patterns, optimize processes, and respond proactively to market demands.