

Project Design Phase

Proposed Solution Template

Date	18 June 2025
Team ID	LTVIP2025TMID47570
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)	Toy manufacturers often lack detailed insights into customer preferences and evolving toy trends. This leads to overproduction, underperformance, or irrelevant designs.
2.	Idea / Solution description	<i>Toycraft</i> is a data-driven solution using Tableau dashboards to visualize customer insights, production patterns, and trend analytics. It helps manufacturers understand what toys are in demand, which designs are underperforming, and how to optimize their inventory and customization options based on real-time market and user data.
3.	Novelty / Uniqueness	Combines interactive Tableau dashboards with toy customization feedback loops. Unlike standard BI tools, it's tailored specifically for toy manufacturers and integrates with customer reviews, seasonal trends, and regional preferences.

4.	Social Impact / Customer Satisfaction	Enables toy makers to build better, more meaningful toys aligned with developmental goals. Children get toys they love; parents feel confident in purchases; manufacturers reduce waste and boost satisfaction.
5.	Business Model (Revenue Model)	SaaS-based licensing model for toy manufacturers to access the dashboard. Additional revenue via premium analytics modules, consultancy, and toy trend forecasting reports.
6.	Scalability of the Solution	Easily extendable to various geographies, toy categories, or even different industries. Modular dashboard components allow addition of more data sources and deeper AI-driven insights over time.