

Project Design Phase
Problem – Solution Fit

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| Date | 19/06/25 |
| Team ID | LTVIP2025TMID51568 |
| Project Name | ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data |
| Maximum Marks | 2 Marks |

Problem – Solution Fit: ToyCraft Tales

The Problem–Solution Fit ensures that the challenge identified within the toy manufacturing industry is effectively addressed through data-driven visual insights using Tableau. This alignment helps stakeholders—manufacturers, analysts, and strategists—act with confidence based on observed patterns and trends.

Purpose:

- Solve real industry challenges by uncovering hidden patterns in toy production data (regional imbalance, seasonal peaks, declining trends).
- Accelerate insight adoption by presenting clear, interactive Tableau dashboards that match how decision-makers think and analyze.
- Improve communication by transforming raw CSV data into visual stories, guiding better strategic decisions.
- Increase stakeholder engagement by enabling users to interact with filters and explore toy production patterns by year and state.
- Bridge the insight gap by helping non-technical users (e.g., marketers or policymakers) understand key performance and demand drivers.

Summary:

- The Problem: Stakeholders in the toy industry struggle to interpret scattered or raw data regarding manufacturer activity, trends, and market patterns.
- The Solution: A well-designed Tableau dashboard powered by cleaned, structured MySQL-backed data, offering interactive insights and meaningful visualizations to drive planning, optimization, and awareness.

Template:

| ToyCraft Solution Fit canvas 2.0 | | Purpose / Vision: Transform toy manufacturing insights and competitive strategies with Tableau analytics, | |
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| Dorffbrühl Innovation | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Business executives in toy manufacturing Toy product managers Retail market strategists Geographic sales managers | 6. CUSTOMER CC <ul style="list-style-type: none"> Limited experience with advanced analytics Little exposure to interactive visualization Need to integrate disparate data sources Desire for simplified consumer trends | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Limited sales tracking reports in spreadsheets Manual calculations of trends seasonally Industry benchmarking with limited range Desire for simplified consumer trends |
| | 2. JOBS-TO-BE-DONE / PROBLEMS JSP <ul style="list-style-type: none"> Understand consumer demand cycles Discover demographic toy preferences Identify top regional performers Uncover categories driving growth | 5. PROBLEM ROOT CAUSE KC <ul style="list-style-type: none"> Limited awareness and access to data capabilities Business insights based on legacy reports No clear visual understanding of year-round trends | 7. BEHAVIOUR SE <ul style="list-style-type: none"> Managers - slow to adapt to analytics RFPs take months to review Rely on historical data alone Leaders avoid major strategic risks |
| Dorffbrühl Innovation | 3. TRIGGERS TE <ul style="list-style-type: none"> External path stores. Now advanced retail tools Internal pain-points. Lengthy reporting cycles are Appropriate marketing spend rate orders Aspirations. Make data engaging | 10. YOUR SOLUTION SL <p>An engaging Tableau dashboard system to transform historical sales data</p> <p>Show seasonal fluctuations, state performance, key categories over time</p> | 8. CHANNELS OF BEHAVIOUR CH <ul style="list-style-type: none"> Business proposal pitch to key executives Expert analysis sessions Analytics pilot using key dataset segments |
| | 4. E-MOTIONS. BEFORE / AFTER EM <ul style="list-style-type: none"> Before: Frustration over limited marketing insights | | 8. CHANNELS OF BEHAVIOUR <ul style="list-style-type: none"> Business proposal pitch to key executives Expert analysis sessions |