ToyCraft Solution Fit canvas 2.0

Purpose / Vision: Transform toy manufacturing insights and competitive strategies with Tableau analytics,

1. CUSTOMER SEGMENT(S) `CS`

- Business executives in toy manifacturing
- Toy product managers
- Retail market strategists
- Geographic sales managers

6. CUSTOMER `CC`

- Limted experience with advanced analytics
- Little exposure to interactive visualization
- Need to integrate disparate data sources
- Desire for simplified consumer trends

5. AVAILABLE SOLUTIONS `AS`

- Limited sales tracking reports in spread/neets
- Manual calculations of trends sessonally
- Industry benchmark ing with limited range
- Desire for simplified consumer trends

2. JOBS-TO-BE-DONE / PROBLEMS `JSP`

- Understaand consumer demanol cyctes
- Discover demographic toy preferences
- Identify top regional performers
- Uncover categories driving grow wth

5. PROBLEM ROOT CAUSE `KC`

- Limited awareness and access dingtic capabilities
- Business insights based on legging reports
- No clear visual understanding of yearround tranps

7. BEHAVIOUR `SE`

- Managers - slow to adapb to analytics
- RFPs take months to review
- Rely on historical data alone
- Leaders avoid major strattegic risks

3. TRIGGERS `TE`

- External gath stors, Now odvanosl retaxi togls etficrating
- Internal pair-points. Lengthy reporting oycles arc: Approrate carking stud rate ordes
- ★ Aspiretions. Make data enolegs:

4. E-MOTIONS. BEFORE / AFTER `EM`

- Before: Frustration over limited malectmalligeme.

10. YOUR SOLITION `SL`

An engaging Tableau dashboard system to transform Nistorical sales data Show seasonal fluctuations, state performance, key categories over tima

8. CHANNELS Of BEHAVIOUR `CH`

- Business proposal pitch to key execullves
- Expert analysis sessions
- Analytics pilot using key dataset segments

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