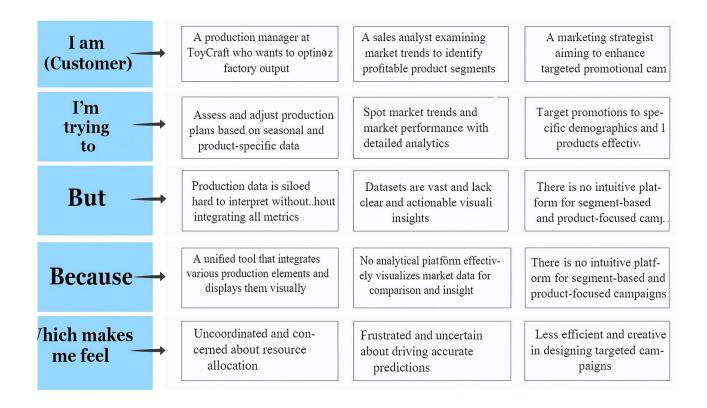
2. Ideation Phase 2.1 Define the Problem Statements

Date	14/06/25		
Team ID	LTVIP2025TMID51568		
	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data		
Maximum Marks	2 Marks		

Visualizing Toy Manufacturing Trends: An Analysis of Market Patterns and Production Insights using Tableau

The toy manufacturing industry is shaped by several dynamic factors, including regional demand, seasonal production cycles, demographic preferences, and competitive shifts.

Understanding these elements is essential for manufacturers, analysts, and business strategists aiming to make data-driven decisions. However, traditional reports and raw manufacturing data can often be overwhelming, inconsistent, or lacking in visual clarity. This project addresses that gap by leveraging Tableau to transform complex toy industry data into interactive visual insights that reveal trends, guide strategic planning, and enhance market responsiveness.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A toy manufacturer exploring production strategy	Identify trends in toy demand over time and by region	The available data is raw, complex, and not easily interpretable	There's no centralized, easy-to-use tool that visualizes seasonal or regional toy trends	Frustrated, unsure how to optimize production
PS-2	A business analyst in the toy industry	Analyze market performance across years and demographics	A business analyst in the toy industry	A business analyst in the toy industry	A business analyst in the industry
PS-3	A marketing strategist for a toy brand	A marketing strategist for a toy brand	A marketing strategist for a toy brand	A marketing strategist for a toy brand	A marketing strategist for a toy brand