

2. Ideation Phase

2.1 Define the Problem Statements

Date	14/06/25
Team ID	LTVIP2025TMID51568
Project Name	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.

I am (Customer)	A production manager at ToyCraft who wants to optimize factory output	A sales analyst examining market trends to identify profitable product segments	A marketing strategist aiming to enhance targeted promotional campaigns
I'm trying to	Assess and adjust production plans based on seasonal and product-specific data	Spot market trends and market performance with detailed analytics	Target promotions to specific demographics and products effectively
But	Production data is siloed and hard to interpret without integrating all metrics	Datasets are vast and lack clear and actionable visual insights	There is no intuitive platform for segment-based and product-focused campaigns
Because	A unified tool that integrates various production elements and displays them visually	No analytical platform effectively visualizes market data for comparison and insight	There is no intuitive platform for segment-based and product-focused campaigns
Which makes me feel	Uncoordinated and concerned about resource allocation	Frustrated and uncertain about driving accurate predictions	Less efficient and creative in designing targeted campaigns

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