

IDEATION PHASE

Define The Problem Statement

Date	31 January 2025
Team Id	LTVIP2026TMIDS36439
Project Name	Toycraft Tales Tableau's vision into Toy manufactures Data
Maximum Marks	2 Marks

Customer Problem Statement Template:

Definition:

Toycraft Tales Tableau Vision Manufactures Data

It is the process of transforming raw toy manufacturing data—such as production costs, material waste, and assembly line efficiency—into interactive visual dashboards. Using Tableau, this vision aims to "tell a story" (Tales) through data, making complex manufacturing metrics easy to understand for stakeholders.

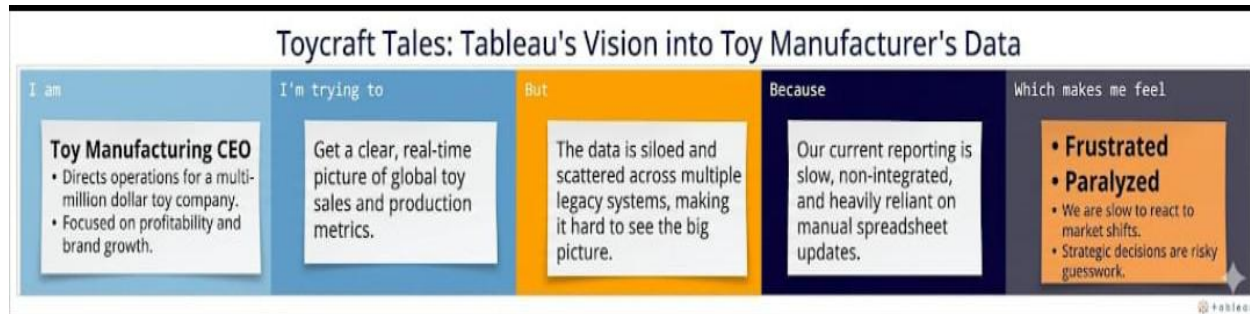
Purpose of Analyzing Toy Manufacture Data

- Operational Efficiency: To identify bottlenecks in the production line where toy assembly might be slowing down.
- Quality Control: To track defect rates across different toy categories and improve the manufacturing standards.
- Cost Management: To analyze the cost of raw materials (plastic, fabric, electronics) and find ways to reduce waste without compromising quality.
- Market Alignment: To see which toy designs are performing best in the market and adjust production schedules accordingly.

I am	Describe customer with 3-4 key characteristics – who are they?	A data-driven toy supply chain manager.
I'm trying to	List their outcome or "job" the care about – what are they trying to achieve?	Optimize global production for demand while minimizing storage costs.
but	Describe what problems or barriers stand in the way – what bothers them most?	Siloed data makes a unified, real-time inventory and forecast view impossible.
because	Describe what problems and/or barriers stand in between them most?	Siloed data makes a unified, real-time inventory and view impossible.
which makes me feel	Enter the "root cause" of why the problem or barrier exists: what needs to be solved?	Fragmented legacy systems require slow, manual data consolidation.
A well-articulated statement	Describe the emotions from the customer's point of view – how does it impact them emotionally? (A shorter description of the outcome from image D's lower section)	Extremely frustrated and reactive; manage by stressful guesswork. Using this insight, Toycraft Tales is building a unified dashboard to provide a single view of the supply chain, transforming manufacturers from reactive to proactive, ensuring timely toy delivery.

Reference : <https://miro.com/templates/customer-problem-statement/>

Example :



Problem statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Toy Manufacturing CEO	Get a clear, real-time picture of global toy sales and production metrics	The data is siloed and scattered across multiple legacy systems	Our current reporting is slow and heavily reliant on manual spreadsheet updates	Frustrated and Paralyzed
PS-2	Supply Chain Manager	Optimize inventory levels to meet seasonal toy demand	I cannot see the "big picture" of current stock versus forecasted sales	Systems are non-integrated, making it hard to see real-time Data	Stressed and reactive to market shifts