

Problem Statement

| | |
|---------------|-------------------------------------------------------------|
| Date | 31 January 2026 |
| Team ID | LTVIP2026TMIDS24931 |
| Project Name | ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data |
| Maximum Marks | 4 Marks |

Problem Statement

The toy manufacturing industry involves multiple stakeholders, including manufacturers, industry analysts, and policy makers, who need to understand how the industry evolves over time and across different regions. However, analyzing large historical datasets related to toy manufacturers becomes difficult when using raw tables or spreadsheets, making it hard to identify trends, regional concentration, and growth patterns.

There is a need for an interactive and visual approach to analyze year-wise trends and state-wise distribution of toy manufacturers in the United States to support data-driven strategic planning and decision making.

Objective

The main objective of this project is to analyze the US toy manufacturers' data (2005–2016) using Tableau visualizations and provide clear, interactive insights into industry trends, regional distribution, and top-performing states through dashboards and stories.

Key Goals

- Analyze the year-wise trend of toy manufacturers in the United States.
- Identify states with the highest number of toy manufacturers.
- Study the state-wise distribution of toy manufacturers using map visualizations.
- Compare and highlight the top 10 states in toy manufacturing.
- Understand regional concentration and industry spread across the US.
- Build an interactive Tableau Dashboard for combined analysis.
- Create a Tableau Story to present insights in a narrative form.
- Publish the dashboard and story on Tableau Public.
- Deploy and embed the dashboard and story using a Flask web application.

Expected Outcome

The project will help stakeholders to:

- Clearly understand trends in the toy manufacturing industry over time.
- Identify major manufacturing hubs and underrepresented regions.
- Support strategic decisions related to regional planning and industry development.
- Present insights effectively using interactive dashboards and stories.
- Enable easy access to analysis through a web-based interface using Flask.