

Empathy Map

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

Empathy Map – Toy Manufacturer Industry Analysis

Target User / Stakeholder

Industry Analyst / Business Strategist / Policy Maker / Manufacturing Planner

1. THINKS

- Which states have the highest number of toy manufacturers?
- Is the toy manufacturing industry growing or declining over the years?
- Which regions are emerging as manufacturing hubs?
- How is the distribution of manufacturers spread across the country?
- What trends can be observed from historical data (2005–2016)?
- How can this data help in planning future investments or expansions?

2. FEELS

- Feels the need to understand market trends clearly for strategic decisions.
- Feels concerned about regional imbalance in manufacturing growth.
- Feels overwhelmed by large datasets without proper visualization.
- Feels responsible for making data-driven policy or business decisions.
- Feels uncertain about which regions to prioritize for development.

3. SAYS

- “We need clear insights into the growth of the toy manufacturing industry.”
- “Which states are leading and which are lagging behind?”
- “We should base our decisions on data, not assumptions.”
- “Let’s analyze the long-term trends before planning expansion.”
- “We need a simple way to present these insights to stakeholders.”

4. DOES

- Reviews industry reports and statistical data.
- Compares manufacturing trends across different states.
- Monitors year-wise changes in the number of manufacturers.
- Uses dashboards and reports for presentations and meetings.
- Makes strategic decisions about regional focus and industry planning.
- Evaluates historical data to forecast future trends.

PAIN POINTS

- Difficulty in understanding large historical datasets without visualization.
- Lack of clear insight into regional distribution of manufacturers.
- Hard to quickly identify top-performing states and trends.
- Time-consuming manual analysis using raw data or spreadsheets.
- Need for interactive and visual tools for better decision making.

GAINS (NEEDS)

- Clear visualization of year-wise trends in toy manufacturing.
- Easy identification of top states and regional hubs.
- Better understanding of geographic distribution across the US.
- Interactive dashboard and story for quick analysis and presentations.
- Data-driven insights to support strategic planning and policy decisions.