Brain Stroming

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

Project Title: ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data

Brainstorming Ideas

The toy manufacturing industry plays an important role in the economy and reflects trends in consumer demand, regional industrial growth, and market development. Understanding how the number of toy manufacturers changes over time and across different states helps in analyzing industry growth, regional specialization, and market concentration.
This project focuses on analyzing US toy manufacturers' data from 2005 to 2016 to study year-wise trends, state-wise distribution, and the performance of top states in the toy manufacturing sector. Using Tableau visualizations, the project aims to provide clear and interactive insights for strategic planning and decision-making.

Key Questions to Analyze

• How has the number of toy manufacturers changed over the years?
• Which states have the highest number of toy manufacturers?
• What is the overall trend of toy manufacturing growth or decline?
• Which states dominate the toy manufacturing industry?
• How is the distribution of toy manufacturers spread across the US?
• Which regions show strong or weak presence in toy manufacturing?

Visualizations Planned

• Line Chart: Number of Manufacturers by Year
• Bar Chart: Manufacturers by State
• Bar Chart: Top 10 States by Number of Manufacturers
• Map Visualization: State-wise Distribution of Toy Manufacturers
• Pie Chart: Distribution of Manufacturers by State (or by Index / Measure)
• Dashboard: Combined view of all key insights
• Story: Step-by-step narrative of trends, distribution, and conclusions

Expected Insights

• Identify overall growth or decline trends in the toy manufacturing industry.
• Discover which states are the major hubs for toy manufacturing.
• Understand regional differences in the distribution of manufacturers.
• Highlight top-performing states in the industry.
• Support strategic decisions related to regional focus and industry planning.

Tools Used

• Kaggle Dataset (US Toy Manufacturers Data: 2005–2016)
• MySQL (Data Storage and SQL Analysis)
• Tableau Desktop (Data Visualization, Dashboard, and Story Creation)
• Tableau Public (Publishing Dashboard and Story)
• Flask Web App (Embedding Dashboard and Story into a Web Interface)