Customer Journey Map

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

Stage 1: Data Collection

Stakeholder Action:
Collects historical data of US toy manufacturers from reliable sources (Kaggle dataset for years 2005–2016).

Thoughts:
"We need accurate and complete data to understand trends in the toy manufacturing industry."

Pain Point:
The dataset is large and difficult to analyze using raw tables or spreadsheets.

Opportunity:
Use SQL and Tableau to store, process, and analyze the data efficiently.

Stage 2: Data Preparation

Stakeholder Action:
Cleans the dataset, checks for missing values, fixes data types, and prepares fields for analysis in Tableau.

Thoughts:
"The data should be clean and structured properly for meaningful visualization."

Pain Point:
Data type mismatches, inconsistent values, and unstructured columns can lead to incorrect analysis.

Opportunity:
Use Tableau data preparation features and basic preprocessing to ensure accurate and reliable data.

Stage 3: Data Visualization

Stakeholder Action:
Creates visualizations such as line charts, bar charts, maps, and pie charts to analyze trends and distributions.

Thoughts:
"Which states are leading in toy manufacturing, and how has the industry changed over time?"

Pain Point:
Without visualizations, it is hard to identify trends and regional patterns from raw data.

Opportunity:
Interactive charts in Tableau make patterns, trends, and comparisons easy to understand.

Stage 4: Dashboard and Story Creation

Stakeholder Action:
Combines multiple visualizations into an interactive dashboard and builds a story to present insights step-by-step.

Thoughts:
"This dashboard and story should clearly explain the key insights to stakeholders."

Pain Point:
It is difficult to present all important insights in a simple and understandable format using static reports.

Opportunity:
Tableau's dashboard and story features help present complex data in a clear and engaging way.

Stage 5: Insights and Decision Making

Stakeholder Action:
Uses insights from the dashboard and story to understand industry trends and regional performance.

Thoughts:
"We should focus more on high-performing states and monitor changes in industry trends."

Pain Point:
Making decisions without clear data insights can lead to poor strategic planning.

Opportunity:
Data-driven insights support better strategic, policy, and business decisions.

Stage 6: Implementation and Monitoring

Stakeholder Action:
Applies insights for strategic planning, regional focus, or policy recommendations and continues to monitor trends using the dashboard.

Thoughts:
"Continuous monitoring will help us track changes in the toy manufacturing industry over time."

Pain Point:
Without regular updates and monitoring, it is hard to track industry growth or decline.

Opportunity:
The interactive dashboard and story provide an easy way to monitor trends and support future planning.