

Toycraft Tales: Tableau's Vision Into Toy Manufacturer Data

1. INTRODUCTION

1.1 Project Overview

ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data Employ Tableau to delve into Toy Manufacturers' data, uncovering market trends, production patterns, and consumer preferences. Craft interactive visualizations to guide strategic decisions and enhance market competitiveness. The Toy Manufacturers' Data Exploration and Visualization Project aims to leverage the power of Tableau to provide a comprehensive analysis of the toy manufacturing industry. By delving into the vast dataset encompassing various facets of the industry, the project seeks to uncover valuable insights related to market trends, production patterns, and consumer preferences. Utilize Tableau to dissect market trends within the toy manufacturing sector. Explore historical sales data, identify emerging market demands, and highlight patterns that can inform strategic decisions. By visualizing market dynamics over time, the project aims to offer a deep understanding of the industry's evolution. Analyze consumer behaviour and preferences by examining data related to popular toy categories, demographic trends, and purchasing patterns. Develop interactive visualizations that highlight consumer preferences, enabling manufacturers to align their product offerings with market demands. This insight is crucial for tailoring product development strategies to meet customer expectations.

Scenario 1: Market Trend Analysis for Seasonal Products: The project could delve into historical sales data for different types of toys across various seasons and holidays. By visualizing the sales trends over the years, manufacturers can identify patterns in consumer preferences during specific times of the year. For instance, they might find that certain types of toys sell better during the holiday season, while others have higher demand during summer months. Armed with this insight, toy manufacturers can adjust their production schedules and marketing strategies accordingly to maximize sales and meet seasonal demands effectively.

Scenario 2: Consumer Preference Analysis Across Demographics: Using demographic data such as age, gender, and location, the project could analyze consumer preferences for different types of toys. Interactive visualizations can be created to show

how preferences vary among different demographic groups. For example, it might reveal that teenagers in urban areas have a higher preference for electronic toys, while younger children in rural areas prefer traditional toys such as dolls and action figures. This information can help manufacturers tailor their product offerings and marketing campaigns to target specific demographic segments more effectively.

Scenario 3: Product Performance Comparison Across Regions: By analyzing sales data across different regions or countries, the project could identify which toy categories perform better in certain geographic areas. For instance, it might find that educational toys are more popular in regions with a strong emphasis on education, while outdoor toys sell better in areas with favourable weather conditions. Visualizations could illustrate these regional differences in demand, allowing manufacturers to optimize their distribution channels and inventory management strategies to better serve each market.

1.2 Purpose

The purpose of this project is to analyze and visualize historical toy manufacturing data (2005–2016) to uncover meaningful insights about market trends, seasonal sales patterns, product category performance, and regional consumer preferences. By leveraging Tableau, the project aims to transform raw sales data into interactive dashboards that can support strategic planning, product development, and marketing decisions within the toy manufacturing industry. This solution is designed to:

- Help decision-makers identify top-performing toy categories and high demand periods (e.g., holiday seasons)
- Provide regional and demographic insights to align with consumer behaviour
- Enable accurate forecasting of future demand using historical trends
- Deliver a user-friendly visual interface for stakeholders to explore insights in real time

2. IDEATION PHASE

2.1 Problem Statement

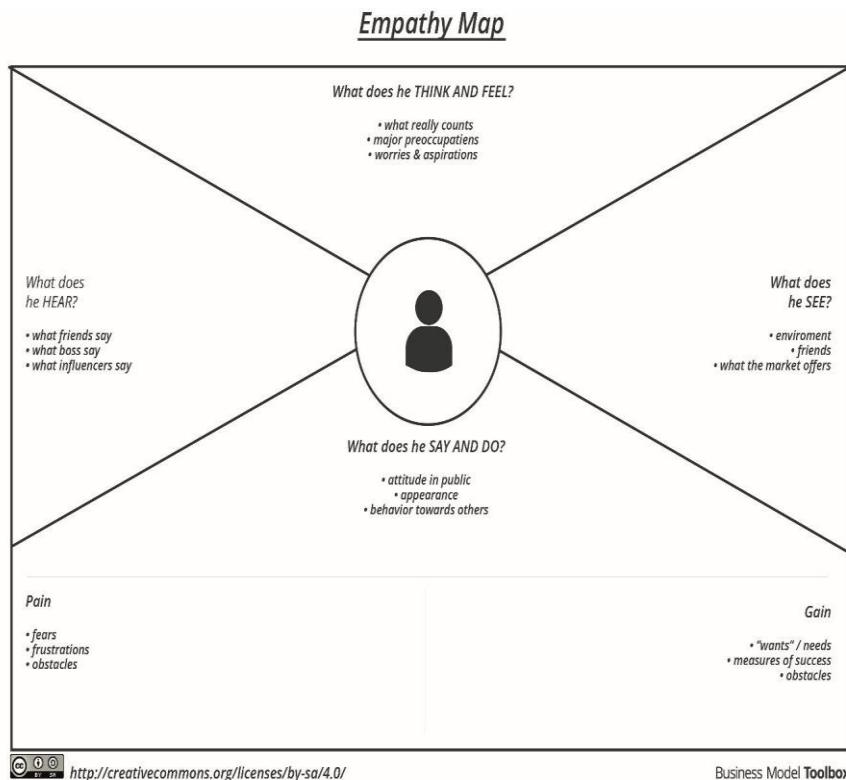
I am	I'm trying to	But	Because	Which makes me feel
I am parent looking to buy toys for my child customer shopping for a birthday gift	I'm trying to find toys that are fun, safe, and age-appropriate find a popular toy that kids will love	But there are too many options and I'm not sure which ones are good quality I don't know what's trending right now	Because I don't have clear information or reviews to compare stores don't show which toys are the most popular	Which makes me feel confused and worried about choosing the wrong toy unsure and stressed about making the right choice

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	parent looking to buy toys for my child	find toys that are fun, safe, and age-appropriate	I'm not sure which ones are good quality	I don't have clear information or reviews to compare	confused and worried
PS-2	customer shopping for a birthday gift	find a popular toy that kids will love	I don't know what's trending right now	stores don't show which toys are the most popular	unsure and stressed

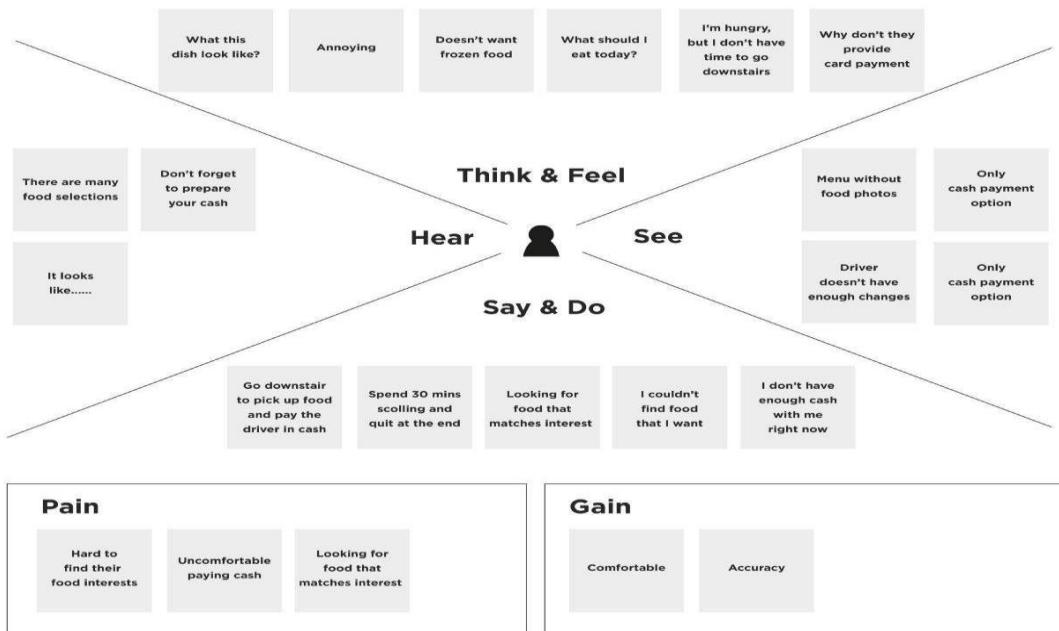
2.2 Empathy Map Canvas

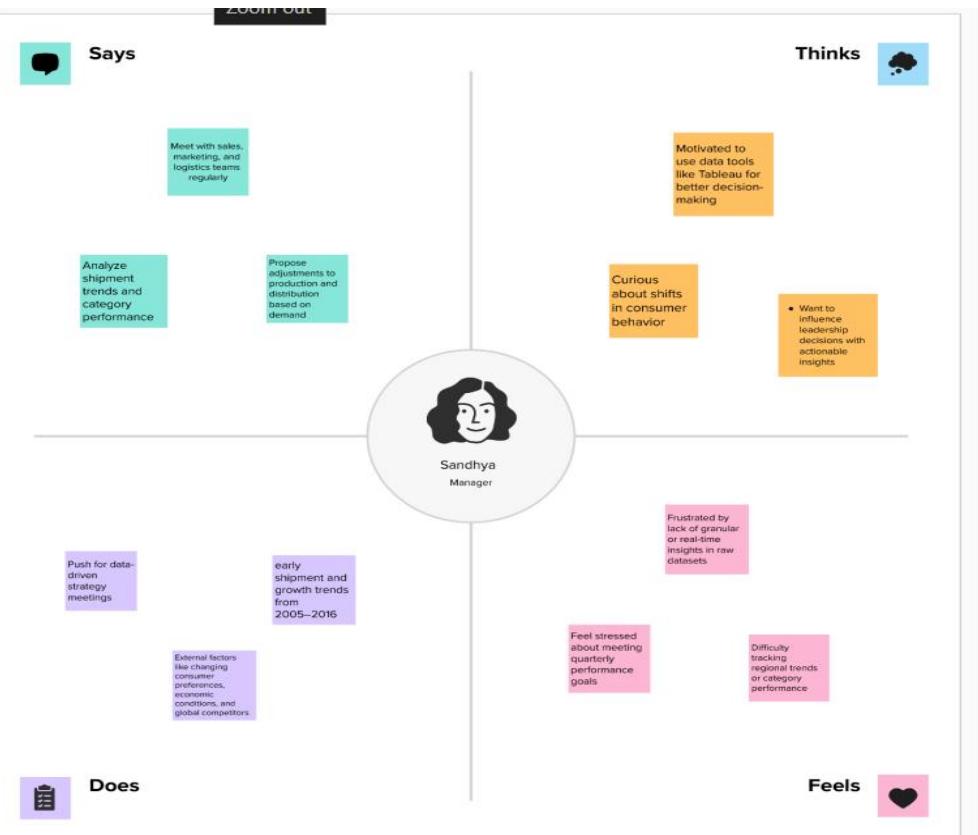
- An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.
- It is a useful tool to helps teams better understand their users.
- Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

➤ Example:



Example: Food Ordering & Delivery Application





2.3 Brainstorming

Step-1: Team Gathering, collaboration and select the problem statement

This template provides a structured approach to brainstorming and idea prioritization, divided into three main sections:

- Before you collaborate** (Top Left):
 - Define your problem statement**: A brief introduction to the purpose of the session.
 - Team gathering**: Instructions for defining participants and sending invites.
 - Set the goal**: Guidance on identifying the specific problem to be solved.
 - Learn how to use the facilitation tools**: Information on using Superpowers for effective facilitation.
- Problem** (Top Right):
 - Toys manufacturers face difficulty** in understanding consumer needs, understanding consumer preferences, and optimizing production due to lack of clear, visual insights from historical data.
- Key rules of brainstorming** (Bottom Right):
 - Stay in topic.
 - Defer judgment.
 - Go for volume.
 - Encourage wild ideas.
 - Listen to others.
 - If possible, be visual.

The sidebar on the left lists the template's features: **Template**, **Brainstorm & idea prioritization**, **10 minutes to prepare**, **1 hour to collaborate**, and **2-8 people recommended**.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Tips: You can select a sticky note and flip the card so it's oriented sideways for easier viewing.

Tammayee	B.Manasa	U.Manasa	
By using the tableau prepare unique visualizations give some analysis on top 10 and make visuals for that	Create interactive dashboards with filters for year, region, and category. Add KPI titles	analysis on which toys are preferred by different age groups add some dashboards	By using the tableau prepare unique visualizations add some dashboards
G.Kavya	S.Bhuvaneswari		Add some KPI titles
add some stories add some kpi's to understand it easily	Match production volume with regional purchasing trends Track toy performance vs. competitors	create the different visualizations to understand the data use some tool tips	

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups.

⌚ 20 minutes

Tips: Add a sticky note to each cluster to make it easier to see. Group them together. Decide which ones to keep and which ones to remove.

Step-3: Idea prioritization

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

Tips: Participants can use their phones to point at where they think an idea belongs on the grid. The bar below can be used to move the ideas to the next position holding the H key on the keyboard.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

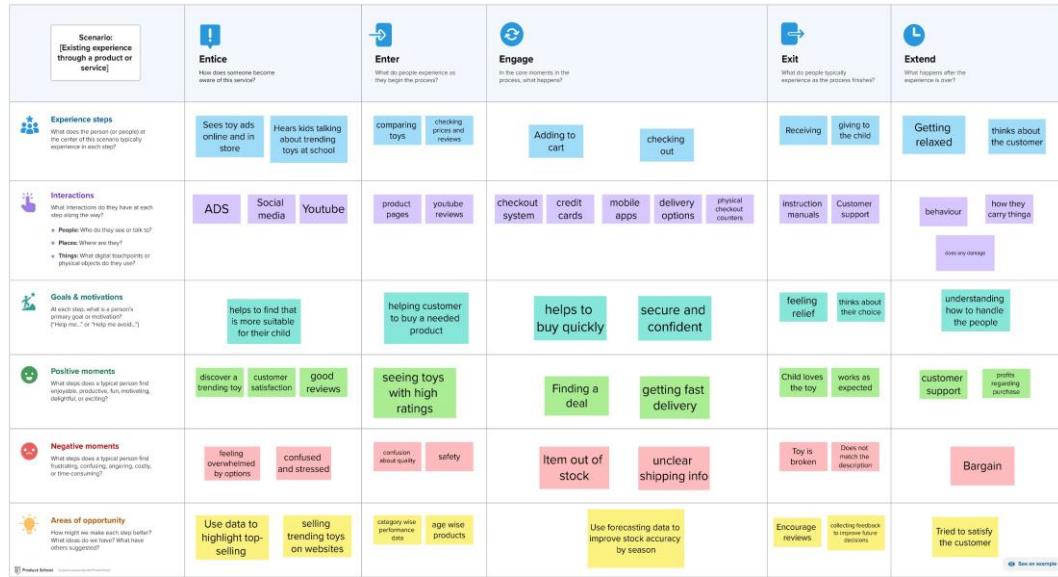
- Share the mural**
Get a shareable link to the mural with stakeholders to keep them in the loop about the outcome of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
Open the template →
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
Open the template →
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

3. REQUIREMENT ANALYSIS

3.1 Customer Journey map



3.2 Solution Requirement

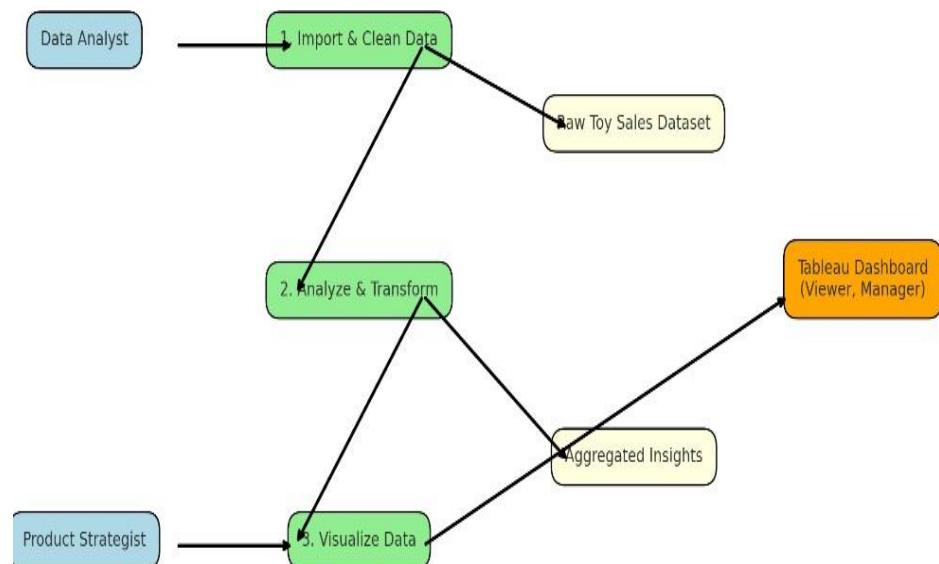
Functional Requirements

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Data Upload & Integration	Import toy industry CSV data into Tableau
		Clean and format data for consistency and structure
FR-2	Market Trend Analysis	Analyze annual shipment growth and total market size
		Highlight seasonal spikes
FR-3	Category Performance Dashboard	Visualize toy categories across years
		Identify top-selling categories over time
FR-4	Regional & Demographic Filtering	Add filters by region, age group, and consumer type
		Enable dynamic charts that respond to selections
FR-5	Unified Dashboard	Combine all insights into a single dashboard
		Allow stakeholders to export reports or snapshots

Non-Functional Requirements

NFR NO.	Non-Functional Requirements	Description
NFR-1	Usability	Dashboard should be intuitive, with tooltips and clear legends
NFR-2	Security	Only authorized users can upload/edit data in Tableau
NFR-2	Reliability	Dashboard should load consistently across devices and users
NFR-4	Performance	Visuals must load in under 2 seconds even with full dataset
NFR-5	Availability	Dashboard should be accessible 24/7 via Tableau Public or Server
NFR-6	Scalability	Should handle additional years/categories without redesign

3.3 Data Flow Diagram



User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Data Analyst	Data Upload	USN-1	As a data analyst, I want to import and clean toy sales data for analysis	Data is cleaned and imported into Tableau correctly	High	Sprint-1
Data Analyst	Data Transformation	USN-2	As an analyst, I want to aggregate data by category, region, and year	Aggregated dataset is ready for chart building	High	Sprint-1
Product Strategist	Trend visualizations	USN-3	As a strategist, I want to see annual shipment and growth trends	Trendline appears with historical context	High	Sprint-1
Marketing manager	Consumer Behaviour Insights	USN-4	As a marketer, I want to filter toy preferences by region and demographics	Filtered visuals update dynamically	Medium	Sprint-2
Product Manager	Category comparision	USN-5	As a product manager, I want to compare toy	Bar/line charts for categories are generated	Medium	Sprint-2

3.4 Technology Stack

Technical Architecture

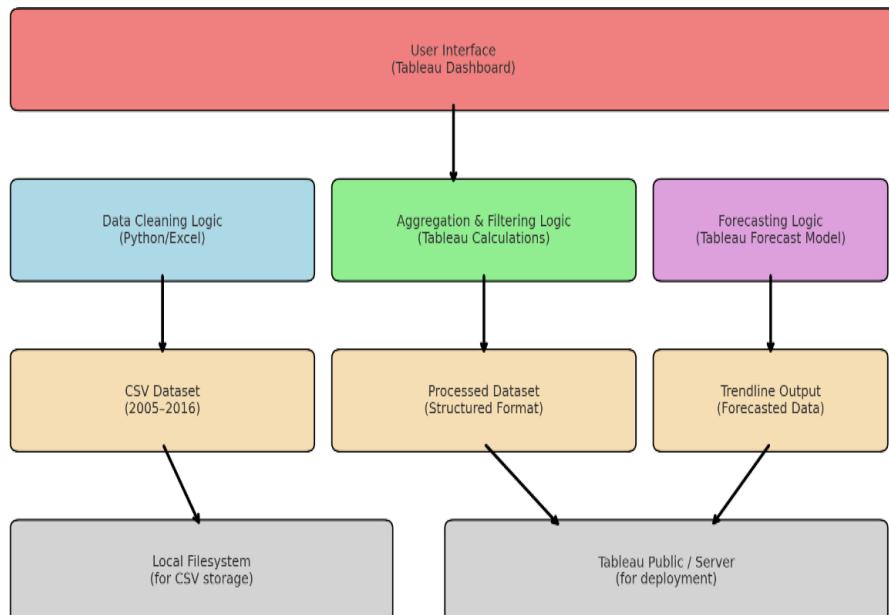


Table-1: Components & Technologies:

S.No	Component	Description	Technology
1.	User Interface	Dashboard interface for users to interact with data	Tableau Public
2.	Application Logic-1	Data cleaning and transformation	Excel(pre-Tableau)
3.	Application Logic-2	Data aggregation by year, category, region	Tableau calculated fields
4.	Application Logic-3	Forecasting based on historical trends	Tableau Forecasting
5.	Database	CSV dataset with shipment and category info	Excel sheet
6.	Cloud Database	Not applicable	Tableau cloud
7.	File Storage	Upload and store toy dataset	Local drives or google drive
8.	External API-1	Weather data to correlate seasonality	Open WeatherAPI
9.	External API-2	Social media trend integration	Google Trends
10.	Machine Learning Model	Predictive modeling	Tableau's built-in forecast model
11.	Infrastructure (Server / Cloud)	Cloud-hosted dashboard viewable by users	Tableau Server/Tableau public

Table-2: Application Characteristics:

S.No	Characteristics	Description	Technology
1.	Open-Source Frameworks	Python (data cleaning)	Python
2.	Security Implementations	Restricted access via Tableau login	IAM (Tableau server)
3.	Scalable Architecture	Tableau scales to multiple dashboards/users without code changes	Tableau cloud Architecture
4.	Availability	Dashboard hosted on Tableau Public with 24/7 access	Tableau server/Tableau public
5.	Performance	Optimized visual queries, aggregated filters, and trendline calculations	Tableau filtering

4. PROJECT DESIGN

4.1 Problem Solution Fit

The diagram outlines a value proposition for small-to-medium U.S. toy manufacturers who struggle with analyzing historical sales data and making data-driven decisions due to limited tools and expertise. It presents a domain-specific analytics solution that simplifies data processing, trend visualization, and insight generation to improve decision-making and business performance.

<p>1. CUSTOMER SEGMENT(S)</p> <p>Small-to-medium U.S. toy manufacturing companies operating from 2005 to 2016</p>	<p>6. CUSTOMER LIMITATIONS</p> <ul style="list-style-type: none"> Budget constraints for sophisticated tools. Lack of in-house technical expertise. Dependency on legacy systems. 	<p>5. AVAILABLE SOLUTIONS PLUSES & MINUSES</p> <ul style="list-style-type: none"> Manual Excel analysis (time-consuming, error-prone). General-purpose BI tools (complex setup, non-domain-specific). Consultant-driven reports (expensive, not scalable)
<p>2. PROBLEMS / PAINS + ITS FREQUENCY</p> <ul style="list-style-type: none"> Lack of tools to analyze historical manufacturing and sales data. Difficulty identifying trends and seasonal shifts. Inability to make data-backed decisions. Fragmented or inaccessible archival data. 	<p>9. PROBLEM ROOT / CAUSE</p> <p><i>Root Cause:</i> Lack of easy-to-use, tailored analytics solutions for the toy manufacturing domain.</p> <p><i>Frequency:</i> Occurs every fiscal quarter and peak business periods</p>	<p>7. BEHAVIOR + ITS INTENSITY</p> <ul style="list-style-type: none"> Maintain Excel-based records. Intermittently review past data during key decisions. Attend trade shows and research online for tools. Outsource occasional analytics.
<p>3. TRIGGERS TO ACT</p> <p>Annual business reviews and planning cycles.</p> <p>Increase in market competition.</p> <p>Demand for modern, analytics-driven reporting from management.</p>	<p>10. YOUR SOLUTION</p> <p>A cloud-based, domain-specific analytics platform allowing toy manufacturers to upload historical data (e.g., spreadsheets), process and visualize trends, and receive actionable business insights. Features include dashboard generation, trend reports, and integration options for legacy system</p>	<p>8. CHANNELS of BEHAVIOR</p> <ul style="list-style-type: none"> Online: Manufacturer forums, LinkedIn groups, trade websites. Offline: Industry expos, consultant meetings, internal planning workshops.
<p>4. EMOTIONS</p> <ul style="list-style-type: none"> <i>Before:</i> Frustration, confusion, indecision, fear of missed opportunities. <i>After:</i> Confidence, clarity, empowerment, improved decision-making. 		

Identify strong TR & EM

Define CS, fit into CL

Focus on pr., tap into BE, understand RC

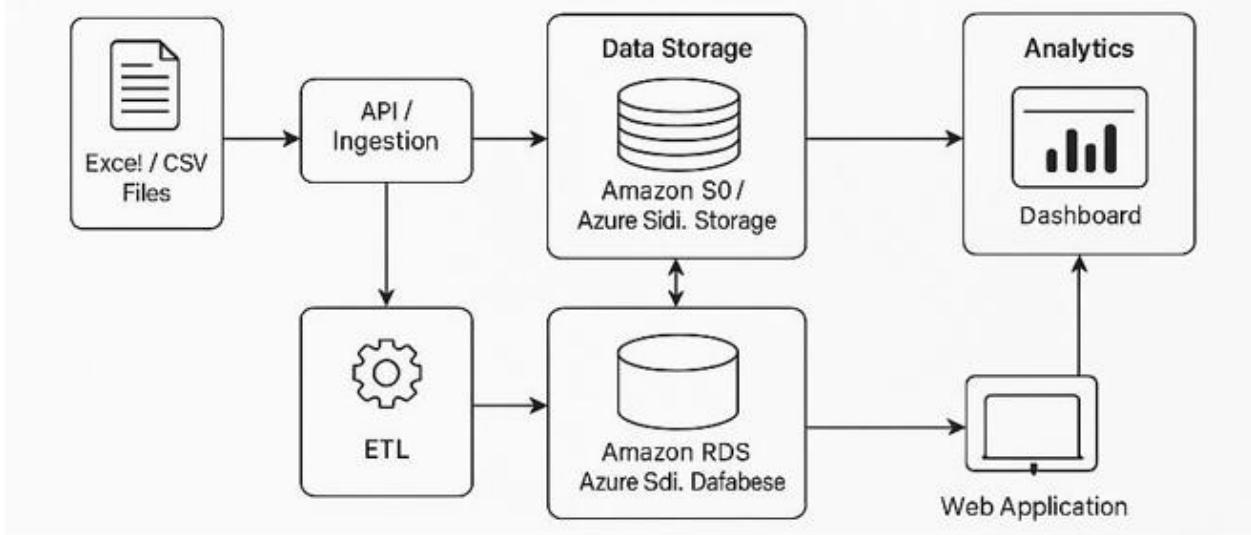
4.2 Proposed Solution

S.No	Parameter	Description
1.	Problem Statement (Problem to be solved)	Toy manufacturers and decision-makers lack a clear understanding of historical market trends, seasonal demand, and category-wise performance due to raw, unstructured spreadsheet data
2.	Idea / Solution description	The proposed solution is a Tableau-based interactive dashboard that transforms 12 years of toy sales data into meaningful visual insights
3.	Novelty / Uniqueness	The solution bridges the gap between raw data and strategic decision-making using a no-code, real-time analytics platform
4.	Social Impact / Customer Satisfaction	helps deliver toys customers actually want—leading to higher customer satisfaction and reduced waste
5.	Business Model (Revenue Model)	The dashboard can be offered as a SaaS solution or internal tool for toy manufacturers to optimize marketing, inventory, and sales operations
6.	Scalability of the Solution	The solution is scalable—more data (new years, product lines, or regions) can be integrated without modifying the core dashboard. Tableau supports enterprise-level deployment via Tableau Server or Tableau Cloud.

4.3 Solution Architecture

The diagram illustrates the architecture and data flow for toy sales analysis. Sales data is first collected from Excel or CSV files and sent through an API for ingestion. The data is then processed using ETL operations and stored in cloud storage services such as Amazon S3 or Azure Storage, as well as in databases like Amazon RDS or Azure SQL Database. Finally, the stored data is accessed by a web application and displayed on an analytics dashboard to provide insights and visual reports.

Figure 1: Architecture and data flow for toy sales analysis



5. PROJECT PLANNING & SCHEDULING

5.1 Project Planning

Sprint	Functional Requirement (Epic)	User story Number	User Story /Task	Story Points	Priority	Team Members
Sprint-1	Data Preparation & Import	USN-1	As a data analyst, I want to clean and import the toy sales dataset into Tableau	3	High	A. Hiranmai Sri T. Vyshnavi
Sprint-1	Initial Market Trends View	USN-2	As a strategist, I want to create a basic trends dashboard showing shipment and growth over time	2	High	A. Hiranmai Sri Ch. Supriya
Sprint-2	Category & Seasonal Insights	USN-3	As a product manager, I want to compare toy category	3	Medium	P. Durga Ch. Supriya T. Vyshnavi

Sprint	Functional Requirement (Epic)	User story Number	User Story /Task	Story Points	Priority	Team Members
			performance and seasonal spike			
Sprint-2	Consumer Demographics Filter	USN-4	As a marketer, I want to filter data by region and age group to identify preferences	3	Medium	A. Hiranmai Sri P. Durga
Sprint-3	Dashboard and story	USN-5	As a stakeholder, I want an integrated dashboard with trendlines and filters for strategic use	4	High	P. Durga Ch. Supriya T. Vyshnavi

Project Tracker, Velocity & Burndown Chart: (4 Marks)

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	5	3 Days	30 JANUARY 2026	01 JANUARY 2026	5	01 JANUARY 2026
Sprint-2	6	3 Days	02 JANUARY 2026	07 JANUARY 2026	6	07 JANUARY 2026
Sprint-3	4	2 Days	08 JANUARY 2026	11 JANUARY 2026	4	11 JANUARY 2026

Velocity:

Total story points completed: 15

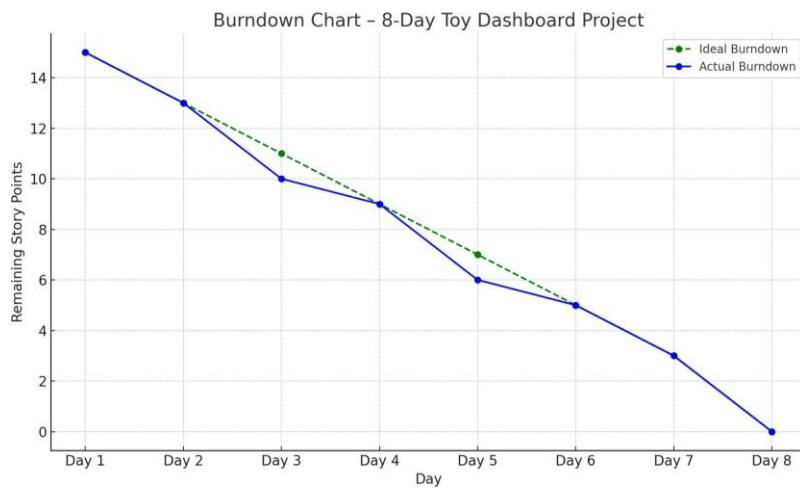
Total project duration: 8 working days

Average team velocity:

$$15 \div 8 = \sim 1.88 \text{ story points per day}$$

Burndown Chart:

A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development, methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.



6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing

S.NO	Parameter	Screenshot/values
1.	Data Rendered	Shown below
2.	Data Preprocessing	Shown below
3.	Utilization of Filters	Shown below
4.	Calculation fields Used	Shown below
5.	Dashboard design	No of Visualizations / Graphs-5
6.	Story Design	No of Visualizations / Graphs-5

Data Rendered

MySQL Workbench

superstore SQL File 3⁺ toycraft_tales.week 39 - us toy manufacturers - 2005 to 2016

Table Details

Engine: InnoDB
Row format: Dynamic
Column count: 4
Table rows: 591
AVG row length: 110
Data length: 64.0 kB
Index length: 0.0 bytes
Max data length: 0.0 bytes
Data free: 0.0 bytes
Table size (estimate): 64.0 kB
File format:
Data path:
Update time: 2026-02-05 19:05:40
Create time: 2026-02-05 19:03:38

Information on this page may be outdated. Click **Analyze Table** to update it.

Output: Action Output

Object Info Session

28°C Mostly sunny

Search bar: Search

Taskbar: File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, Help

System tray: ENG IN 104 PM 2/9/2026

Utilization of filters

Tableau Public - Hiranmai Sri

Tableau Desktop Public Edition

Dashboard Layout

Default
Desktop
Phone

Size
Custom size (1000 x 1000)

Sheets
Area Chart, Index, Toy Manufacturer, Top 10 ..., Analysis On Toy...

Objects
Horizontal Container, Vertical Container, Text, Extension, Pulse Metric, Image

Measure Names
Count of Index, Index

Count of Index
11, 12, 14, 16, 18, 20, 21

State
Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho

Count of Week 39 - ..
120

Toy Crafts Tableau's Vision Into Toy Manufacturer Data

Analysis On Number Of Manufacturer By Year
Area Chart showing Number of Manufacturer vs Year (2006-2016). Values: 1,576, 1,424, 1,555, 1,334, 1,196, 1,126, 1,188, 1,144.

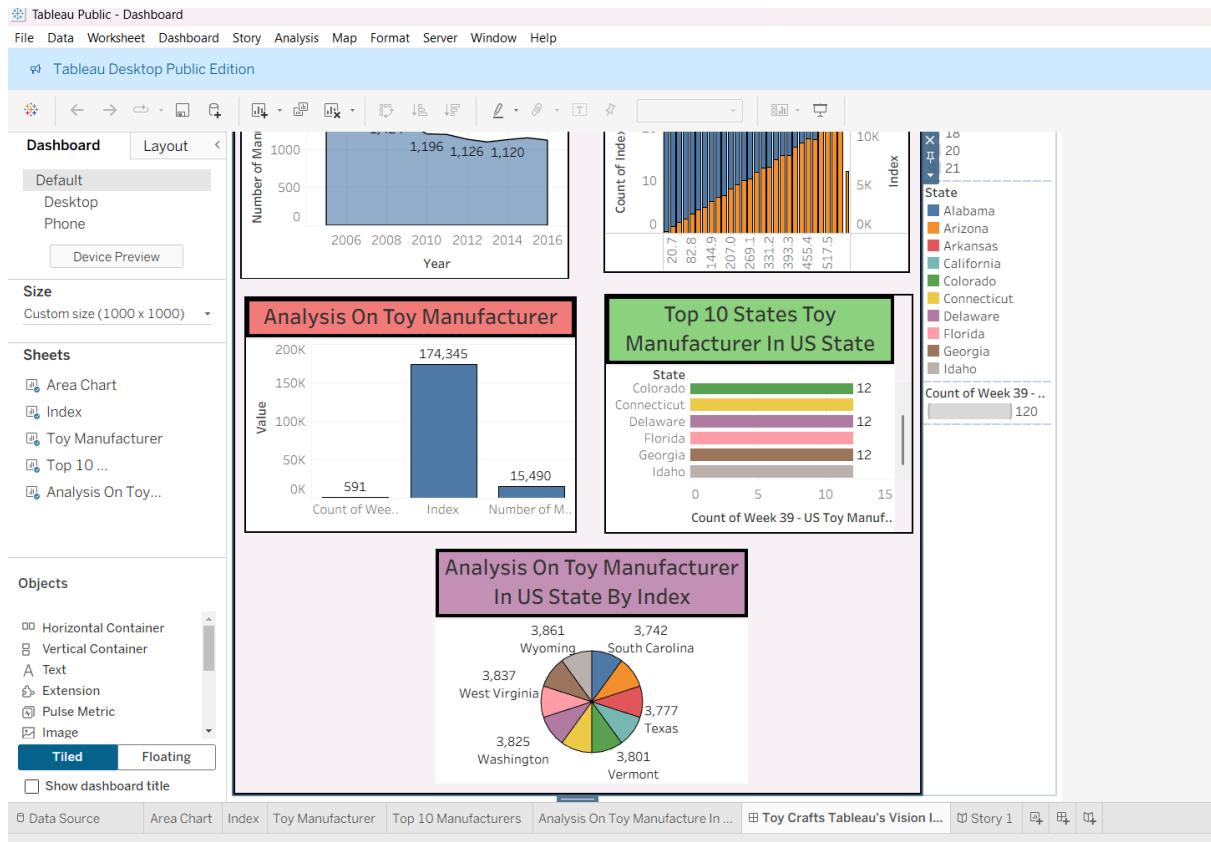
Analysis On Toy Manufacturer By Index
Stacked Bar Chart showing Count of Index vs Index (bin). Values: 20.7, 82.8, 144.9, 207.0, 269.1, 331.2, 393.3, 455.4, 517.5.

Analysis On Toy Manufacturer
Bar Chart showing Value vs Count of Week 39 - US Toy Manuf.. Values: 591, 174,345, 15,490.

Top 10 States Toy Manufacturer In US State
Bar Chart showing State vs Count of Week 39 - US Toy Manuf.. Values: Alabama (12), Arizona (12), Arkansas (12), California (12), Colorado (12), Connecticut (12).

Analysis On Toy Manufacturer In US State By Index
Heatmap showing Analysis On Toy Manufacture In ... vs Count of Week 39 - US Toy Manuf.. Values: 3,861, 3,742.

Navigation: Data Source, Area Chart, Index, Toy Manufacturer, Top 10 Manufacturers, Analysis On Toy Manufacture In ..., Toy Crafts Tableau's Vision I..., Story 1



Calculation fields Used



Tableau Desktop Public Edition

Data Analytics < Page

Week 39 - US Toy Manufa...

Search Filter

Tables

- .iii. Index (bin)
- .iii. Number of Manufacturers (...)
- State
- # Year
- Abc Measure Names
- # Index
- # Number of Manufacturers
- Latitude (generated)
- Longitude (generated)
- # Week 39 - US Toy Manufac...
- # Measure Values

Dashboard design

Tableau Public - Hiranmai Sri

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Tableau Desktop Public Edition

Dashboard Layout

Default Desktop Phone

Device Preview

Size Custom size (1000 x 1000)

Sheets

- Area Chart
- Index
- Toy Manufacturer
- Top 10 ...
- Analysis On Toy...

Objects

- Horizontal Container
- Vertical Container
- A Text
- Extension
- Pulse Metric
- Image

Tiled Floating

Show dashboard title

Toy Crafts Tableau's Vision Into Toy Manufacturer Data

Analysis On Number Of Manufacturer By Year

Year	Number of Manufacturers
2006	1,576
2007	1,555
2008	1,424
2009	1,334
2010	1,196
2011	1,126
2012	1,188
2013	1,144
2014	1,120
2015	1,120
2016	1,120

Analysis On Toy Manufacturer By Index

Year	Count of Index
2007	82.8
2008	145.9
2009	207.0
2010	265.1
2011	331.2
2012	393.3
2013	455.4
2014	517.5
2015	517.5
2016	517.5

Analysis On Toy Manufacturer

Category	Value
Count of Weeks	591
Index	174,345
Number of Manufacturers	15,490

Top 10 States Toy Manufacturer In US State

State	Count
Alabama	12
Arizona	12
Arkansas	12
California	12
Colorado	12
Connecticut	5
Delaware	10
Florida	12
Georgia	12
Idaho	12

Count of Week 39 - US Toy Manuf...

Analysis On Toy Manufacturer In US State By Index

3.861 3.742

Measure Names

- Count of Index
- Index

Count of Index

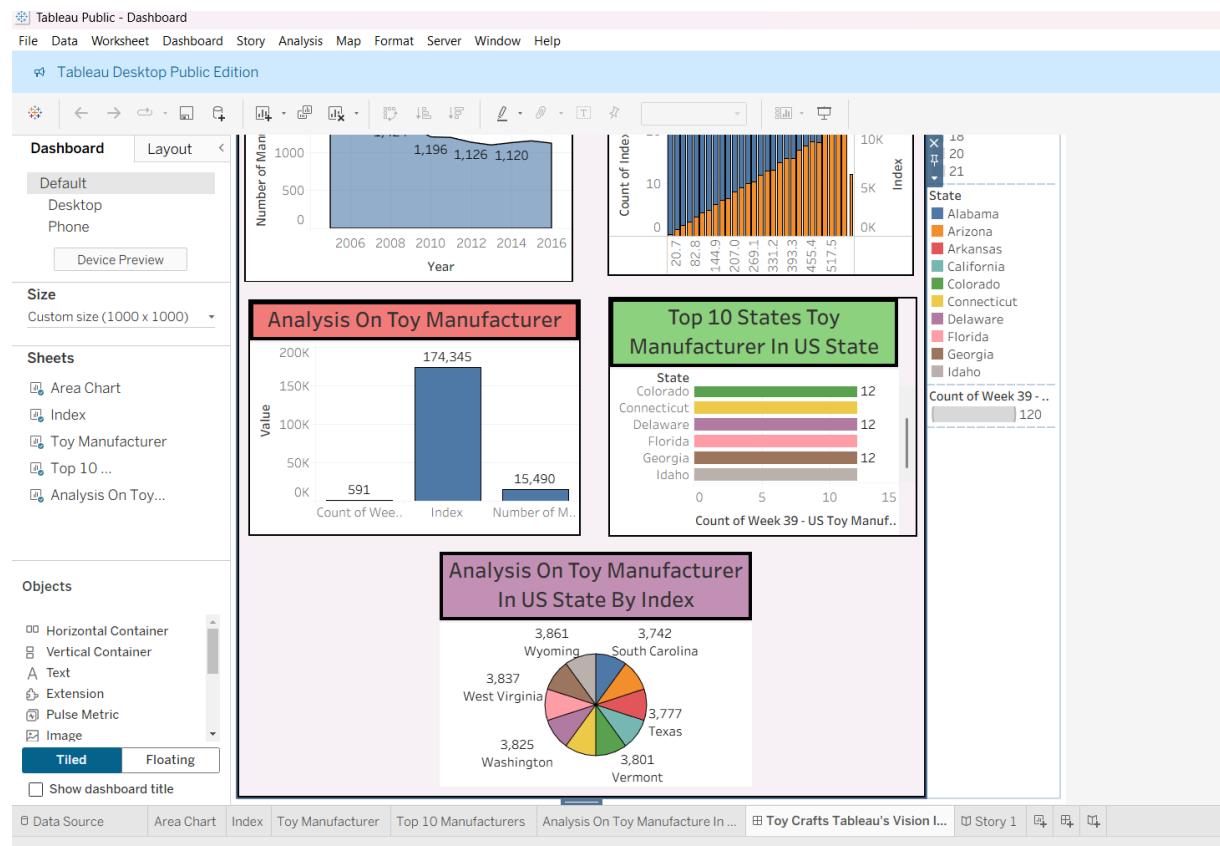
- 11
- 12
- 14
- 16
- 18
- 20
- 21

State

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Idaho

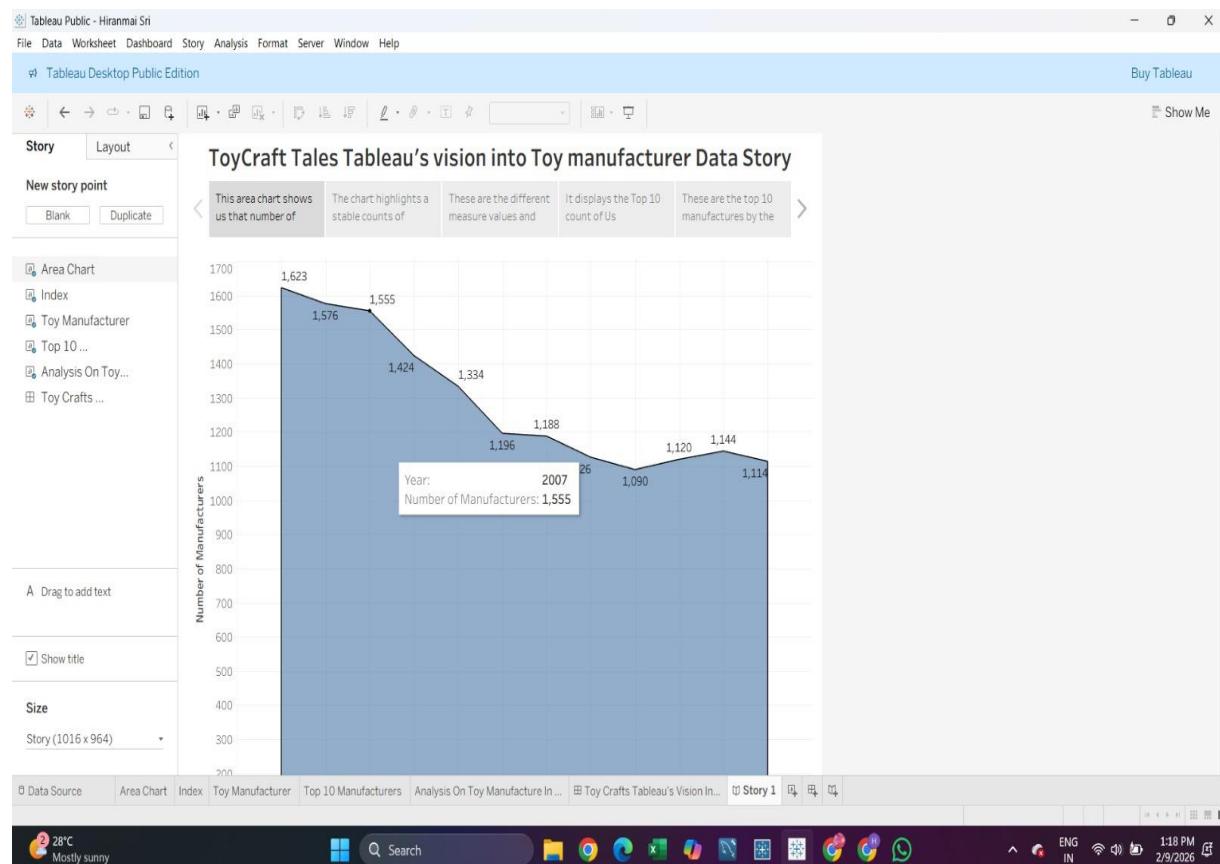
Count of Week 39 - US Toy Manuf...

Data Source Area Chart Index Toy Manufacturer Top 10 Manufacturers Analysis On Toy Manufacture In ... Toy Crafts Tableau's Vision I... Story 1



1. Analysis of the number of Manufacturers by Year
2. Analysis of Toy Manufacturer by Index
3. Analysis of toy Manufacturers in US state By Index
4. Analysis of Toy Manufacturers
5. Top 10 states toy manufacturer in US state

Story design

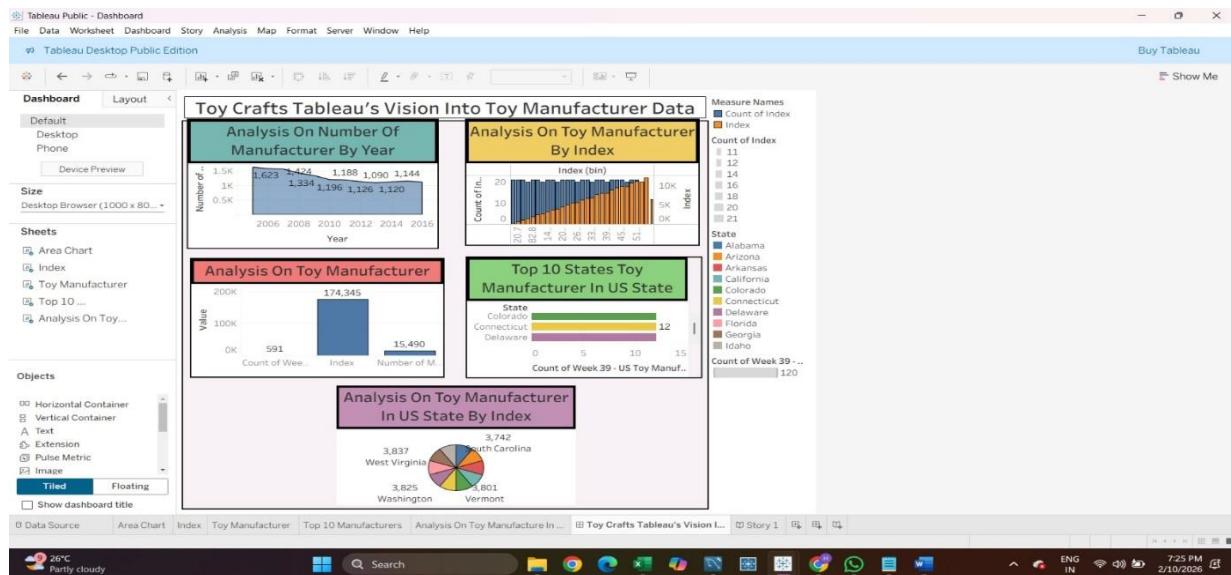


The story design in Tableau presents the analysis through a structured sequence of visualizations, enabling users to understand insights step by step. Each story point highlights a specific aspect of toy manufacturer data, such as yearly trends, manufacturer index analysis, regional distribution, and top-performing manufacturers. The use of an area chart helps visualize changes in the number of manufacturers over time, making trend identification easier. Interactive navigation allows users to move between different analytical views, improving clarity, engagement, and data-driven decision-making.

7. RESULTS

7.1 Output Screenshots

- The Tableau dashboards provided:
- Clear visualization of market trends.
- Identification of top-performing manufacturers.
- Regional analysis.
- Data-driven strategic insights.



8. ADVANTAGES & DISADVANTAGES

Advantages

- Easy visual interpretation.
- Interactive filters.
- Scalable design.
- Improved decision-making.

Disadvantages

- Depends on data quality
- May require significant development time

9. CONCLUSION

This project successfully transformed raw toy manufacturer data into interactive visual dashboards using Tableau. The developed system enables stakeholders to analyze market trends efficiently, understand manufacturer performance, and identify regional and category-wise insights through clear visualizations. By converting complex datasets into meaningful graphical representations, the project improves data interpretation and supports informed strategic decision-making.

The interactive features such as filters, calculated fields, and story-based dashboards enhance user experience and allow dynamic exploration of data. The project demonstrates how data visualization tools can bridge the gap between raw information and actionable insights, helping businesses optimize planning, marketing strategies, and operational efficiency.

Overall, ToyCraft Tales showcases the practical application of data analytics and visualization in solving real-world business challenges. It highlights the importance of structured data analysis and provides a scalable solution that can be expanded with additional datasets or advanced analytical features in the future.

10. FUTURE SCOPE

- Real-time data integration for live market analysis.
- AI-based predictive analytics for forecasting trends and demand.
- Mobile-friendly dashboard version for easy access.
- Expansion of dataset coverage to include global markets.
- Integration with cloud platforms for collaborative analytics.
- Advanced filtering and personalization features for users.
- Automated report generation for faster business insights.
- Implementation of machine learning models for deeper pattern analysis.

11.APPENDIX & LINKS

DATASET LINK

<https://www.kaggle.com/datasets/thedevastator/toy-manufacturers-in-us-states?select=Week+39+-+US+Toy+Manufacturers+-+2005+to+2016.hyper>

DASHBOARD LINK

https://public.tableau.com/app/profile/hiranmai.sri.aravapalli/viz/Dashboard_17706200706830/ToyCraftsTableausVisionIntoToyManufacturerData?publish=yes

STORY LINK

<https://public.tableau.com/app/profile/hiranmai.sri.aravapalli/viz/HiranmaiSri/Story1>

PROFILE LINK

<https://public.tableau.com/app/profile/hiranmai.sri.aravapalli/vizzes>

DEMO LINK

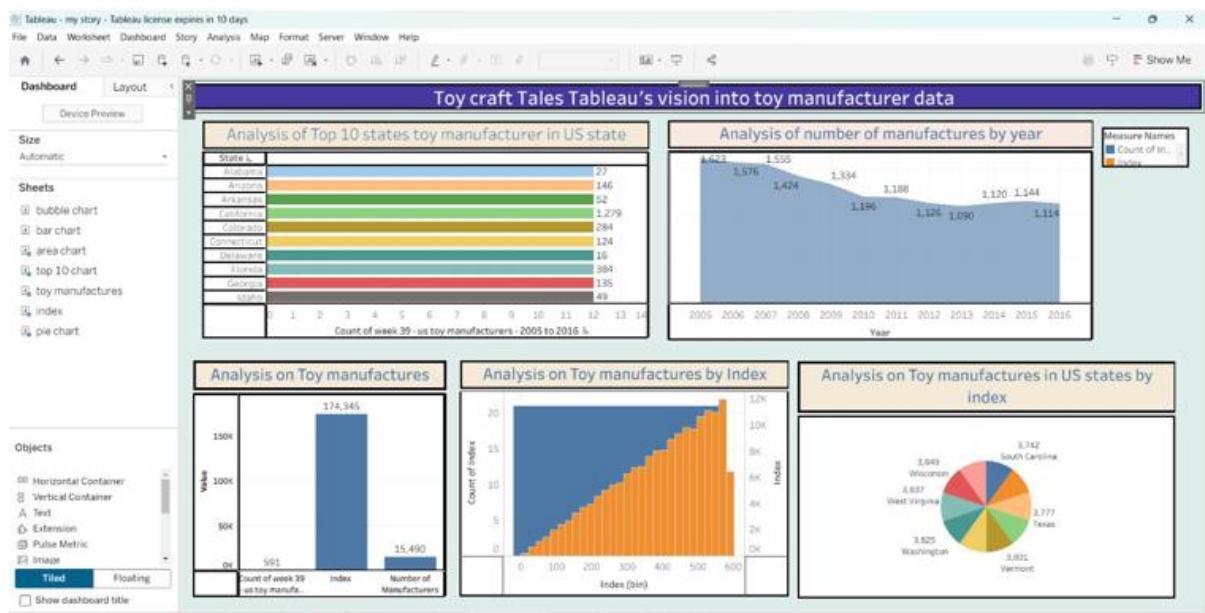
https://drive.google.com/file/d/1aPo9Y5NOKpBSMb_fnObPj9y1rLa8Wsqt/view?usp=sharing

GITHUB LINK

<https://github.com/Hiran-123/Toycraft-Tales-Tableau-s-Vision-Into-Toy-Manufacturer-Data>

SCREENSHOTS OF DASHBOARD AND STORY

DASHBOARD



STORY

