

Project Design Phase-I
Proposed Solution Template

Date	19 September 2022
Team ID	LTVIP2026TMIDS38385
Project Name	Toycraft Tales:Tableau's Vision Into Toy Manufacturer Data
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Toy manufacturing companies struggle to analyze large volumes of sales and profit data effectively. Manual spreadsheets make it difficult to identify trends, top-performing products, regional performance, and seasonal demand, leading to delayed and less accurate business decisions.
2.	Idea / Solution description	Develop an interactive Tableau dashboard that integrates toy manufacturer sales data and provides KPI tracking (Revenue, Profit, Growth %), category-wise and region-wise analysis, trend visualization, and dynamic filtering to support real-time decision-making.
3.	Novelty / Uniqueness	The solution combines interactive visual analytics, drill-down capabilities, and real-time KPI monitoring in a single dashboard. It transforms complex raw data into easy-to-understand visual insights specifically tailored for toy manufacturing business analysis.
4.	Social Impact / Customer Satisfaction	Helps businesses optimize inventory, reduce losses, and improve product planning. Enhances customer satisfaction by ensuring better availability of popular toys and improved strategic decisions based on data insights.
5.	Business Model (Revenue Model)	Subscription-based dashboard access for businesses, consulting services for customized analytics solutions, and enterprise-level Tableau deployment for large toy manufacturing firms.

6.	Scalability of the Solution	The dashboard can handle increasing sales data over time and can be expanded to include new KPIs, additional regions, advanced forecasting models, and integration with ERP systems without affecting performance.
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