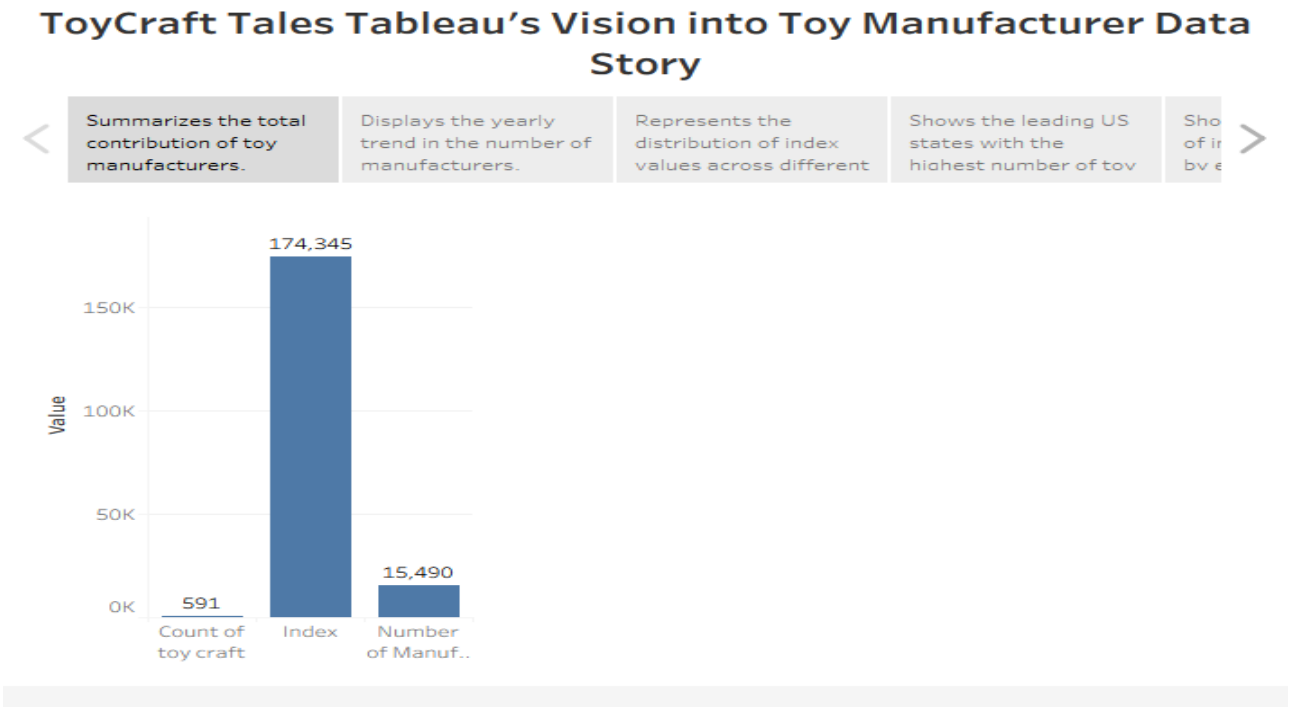
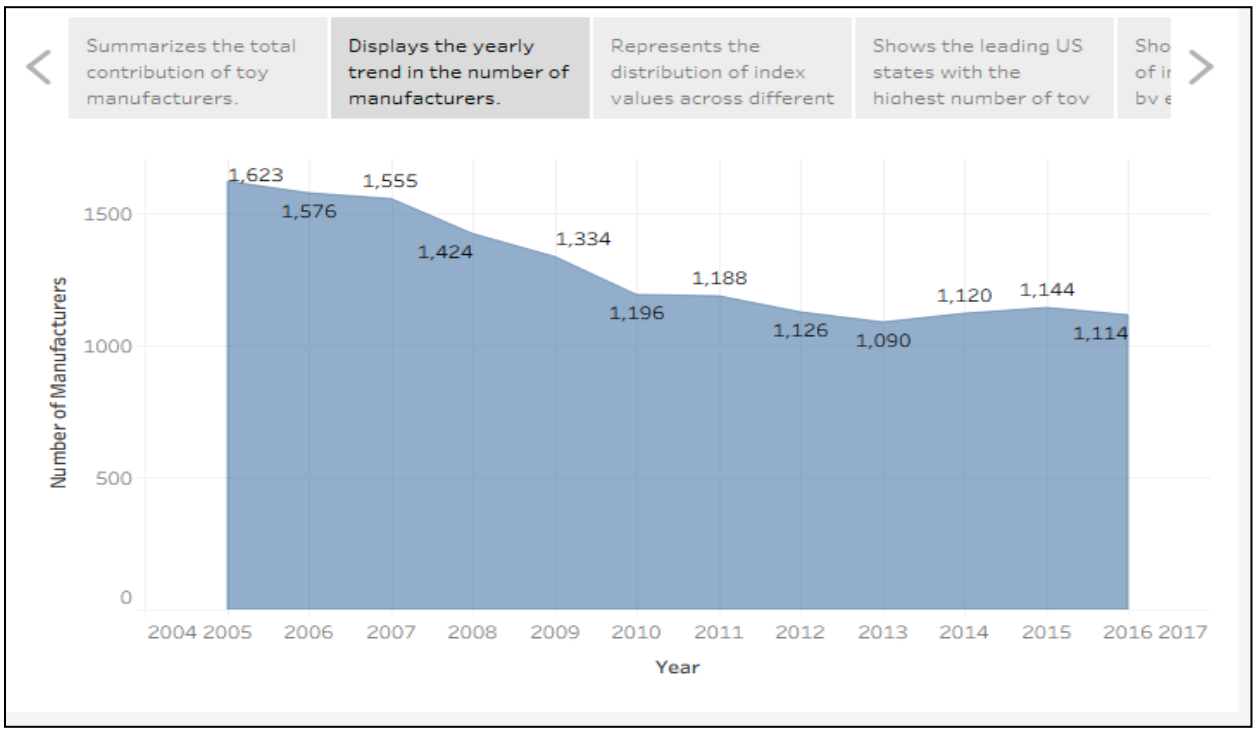
Visualization





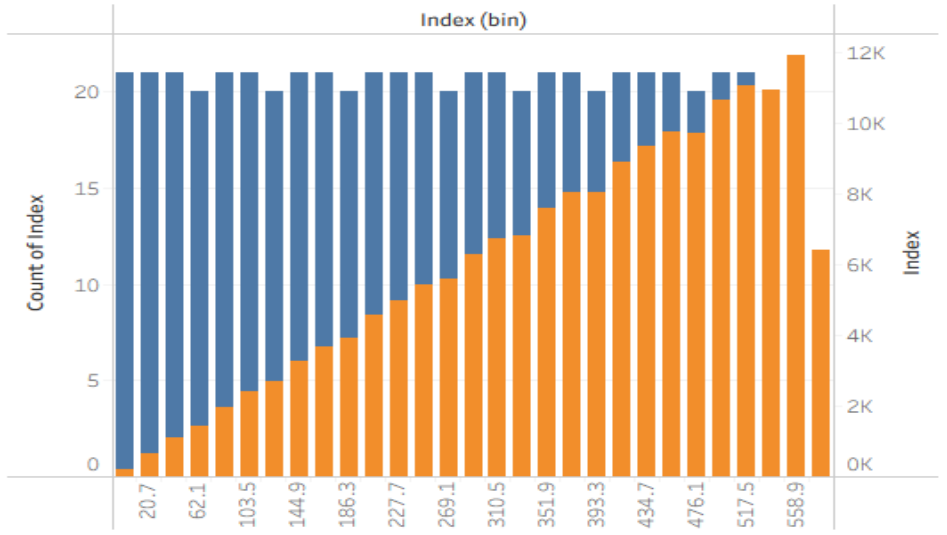
Summarizes the total contribution of toy manufacturers.

Displays the yearly trend in the number of manufacturers.

Represents the distribution of index values across different

Shows the leading US states with the highest number of tov

Sho of ir by e



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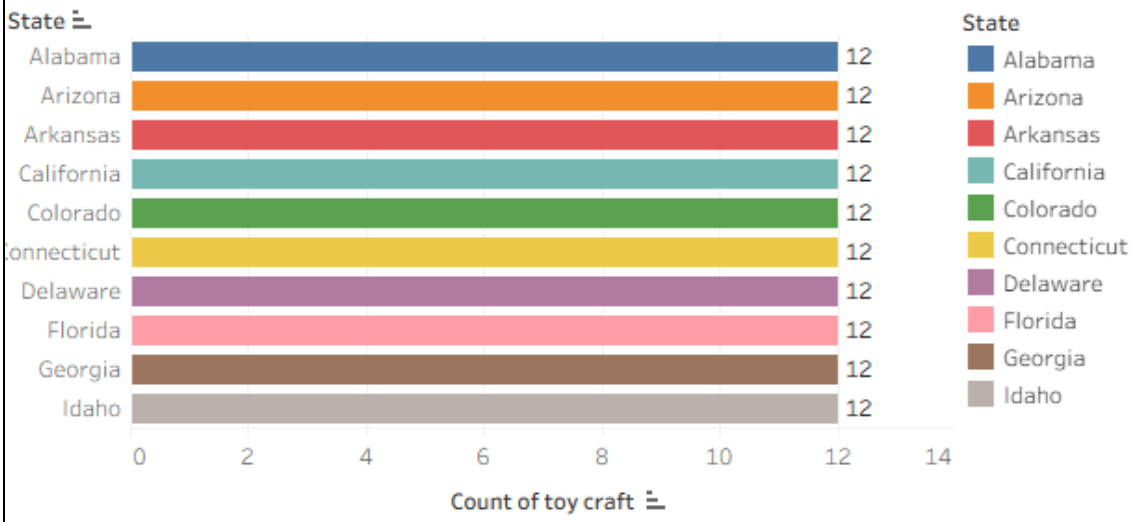

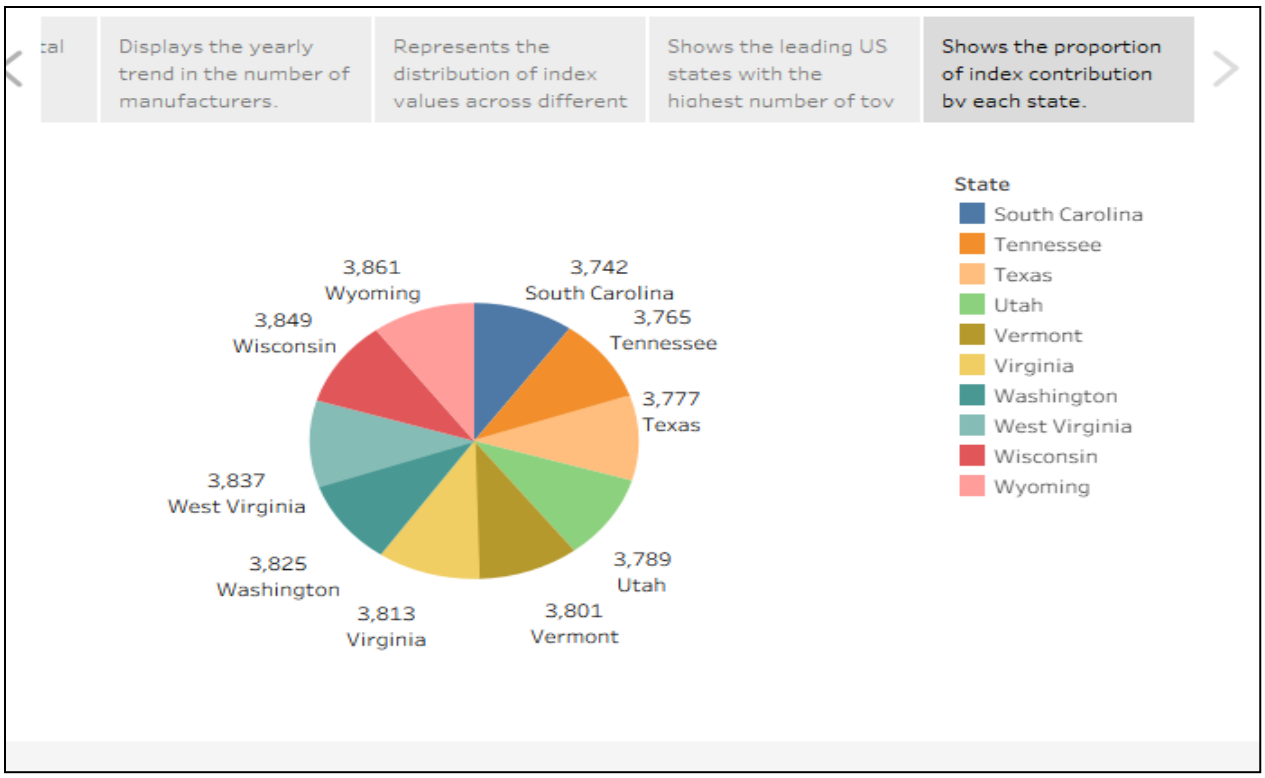

◇ 1. Preprocessing Steps

Before creating visualizations in Tableau, the dataset was cleaned and prepared using the following steps:

☑ 1. Data Cleaning

- Removed duplicate records
- Handled missing/null values
- Corrected spelling errors in manufacturer names
- Standardized country and state names

☑ 2. Data Formatting

- Converted date fields into proper date format
- Changed revenue and sales columns into numeric format
- Ensured consistent currency format

☑ 3. Data Transformation

- Created calculated fields:
    - Profit = Revenue – Cost

    - Profit Ratio
    - Year-wise growth rate
- Grouped manufacturers by region
- Categorized toy types (Educational, Action, Dolls, etc.)

☑ 4. Data Filtering

- Removed irrelevant columns
- Filtered out incomplete records
- Selected required years for analysis

☑ 5. Data Validation

- Cross-checked totals
- Verified manufacturer counts
- Checked consistency of yearly data

◇ 2. Business Questions with Visualization

Here are strong business questions with matching Tableau visuals:

📊 1. How many toy manufacturers are there year-wise?

Visualization: Line Chart
Insight: Shows trend growth or decline over years.

📊 2. Which manufacturer generates the highest revenue?

Visualization: Bar Chart
Insight: Identifies top-performing companies.

📊 3. Which country has the highest number of manufacturers?

Visualization: Map Chart
Insight: Geographic distribution of toy industry.

📊 4. What is the revenue trend over time?

Visualization: Line Chart
Insight: Detects growth patterns and seasonal trends.

📊 5. What is the market share of each toy category?

Visualization: Donut Chart / Pie Chart
Insight: Category-wise dominance.

📊 6. Which state contributes the most manufacturers?

Visualization: Filled Map or Bar Chart
Insight: Regional contribution analysis.

📊 7. What is the profit comparison among manufacturers?

Visualization: Tree Map
Insight: Size-based comparison of profits.

📊 8. Top 10 manufacturers based on revenue?

Visualization: Sorted Bar Chart
Insight: Competitive ranking.