

## Project Design Phase-I Problem – Solution Fit Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS38385
Project Name	Toycraft Tales:Tableau's Vision Into Toy Manufacturer Data
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

### Template:

Define CS Fit in CS	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>Toy Manufacturing Company Managers</li> <li>Sales &amp; Marketing Analysts</li> <li>Inventory Managers</li> <li>Top-Level Management / Decision Makers</li> <li>Business Strategy Team</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"> <li>Large volumes of unstructured data</li> <li>Limited time for manual analysis</li> <li>Lack of Visual analytics tools</li> <li>Difficulty identifying Trends quickly</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>Manual Excel reports</li> <li>Basic sales summary sheets</li> <li>Tableau/Visual analytics tools</li> <li>Difficulty identifying trends quickly</li> </ul>	Engine ATL Affirmative PS
	<b>2. JOBS TO-BE-DONE / PROBLEMS</b> <b>JBP</b> <ul style="list-style-type: none"> <li>Monitor overall sales and profit performance</li> <li>Identify top-performing and low-performing toy categories</li> <li>Analyze region-wise and seasonal sales trends</li> <li>Improve inventory planning</li> <li>Make data-driven strategic decisions</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>Interactive and dynamic Tableau dashboards</li> <li>Real-time KPI tracking</li> <li>Easy filtering by Region, Category, Date</li> <li>Difficulty identifying trends quickly</li> </ul>	<b>7. BEHAVIOUR</b> <b>AS</b> <ul style="list-style-type: none"> <li>Frequently reviews monthly/quarterly reports</li> <li>Compares product category performance</li> <li>Discusses insights in management meetings</li> <li>Looks for growth opportunities</li> </ul>	
Focus the JBP & JBP	<b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>Decline in sales or profit margins</li> <li>Increase in inventory holding costs</li> <li>Market competition growth</li> <li>Demand for better forecasting</li> <li>Requirement for performance reports by management</li> </ul>	<b>9. VALUE PROPOSITION</b> <b>VP</b> <ul style="list-style-type: none"> <li>Interactive and dynamic Tableau dashboards</li> <li>Real-time KPI tracking</li> <li>Easy filtering by Region, Category, Date</li> <li>Clear visualization of sales &amp; profit trends</li> <li>Better forecasting and business growth planning</li> </ul>	<b>8. CHANNELS OF BEHAVIOUR</b> <b>CH</b> <ul style="list-style-type: none"> <li>Tableau Dashboards</li> <li>Internal business reporting systems</li> <li>Email reports</li> <li>Management presentation meetings</li> </ul>	Engine ATL Affirmative PS
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <p><b>Before:</b></p> <ul style="list-style-type: none"> <li>Confused due to raw spreadsheets</li> <li>Frustrated with manual analysis</li> <li>Uncertain about trends</li> </ul> <p><b>After:</b></p> <ul style="list-style-type: none"> <li>Confident in decision-making</li> <li>Clear understanding of performance</li> <li>Satisfied with interactive dashboards</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>Develop a comprehensive Tableau dashboard that: <ul style="list-style-type: none"> <li>Integrate toy manufacturer sales data</li> <li>Displays KPIs (Revenue, Profit, Growth %)</li> <li>Provides category-wise and region-wise analysis</li> <li>Enables interactive filtering and drill-down</li> <li>Supports strategic decision-making</li> </ul> </li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>Develop a comprehensive Tableau dashboard that: <ul style="list-style-type: none"> <li>Integrates toy manufacturer sales data</li> <li>Displays KPIs (Revenue, Profit, Growth %)</li> <li>Provides category-wise and region-wise analysis</li> <li>Enables interactive filtering and drill-down</li> <li>Supports strategic decision-making</li> </ul> </li> </ul>	

#### References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>