

Ideation Phase

Define the Problem Statements

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

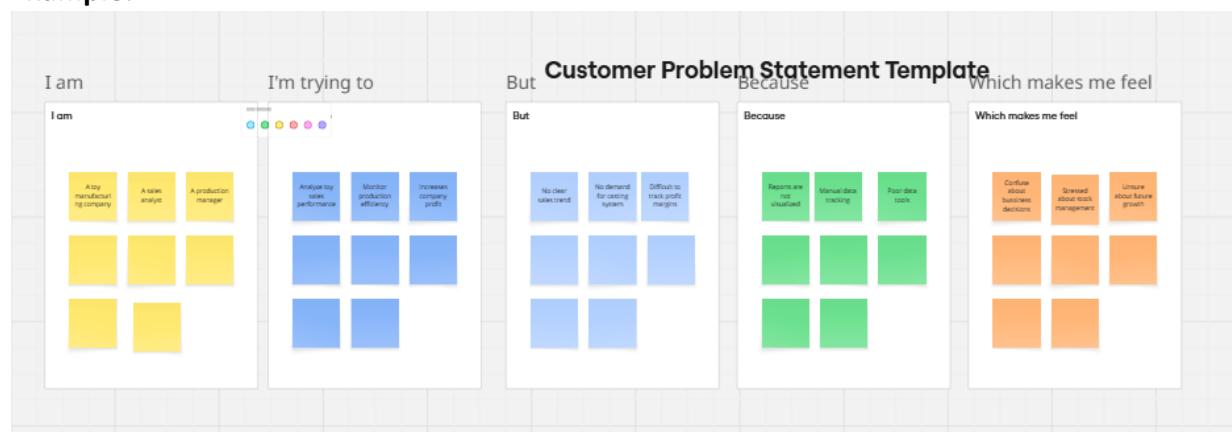
Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel

PS-1	I am a Toy Manufacturing Company Manager	I'm trying to analyze sales performance across different toy categories and regions	But I cannot clearly see which products are performing well and which are underperforming	Because the data is large, scattered, and not visually organized	Confused and unable to make confident business decisions
PS-2	I am a Sales & Marketing Analyst	I'm trying to understand seasonal demand patterns and customer preferences	But I cannot easily identify trends, profit margins, and high-demand products	Because the raw data is complex and lacks interactive visualization	Frustrated and limited in creating effective marketing strategies