

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID48331
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Customer Problem Statements:

Problem Statement (PS-1):

I am a product manager at a toy manufacturing company trying to identify which toys are performing well across different markets and seasons. I need to understand how product categories, age groups, and regional demand influence sales. But I find it hard to gain these insights from static reports and spreadsheets. Because toy sales data is complex, large-scale, and not visually organized. Which makes me feel uncertain in my planning and less confident in product strategy decisions.

Problem Statement (PS-2):

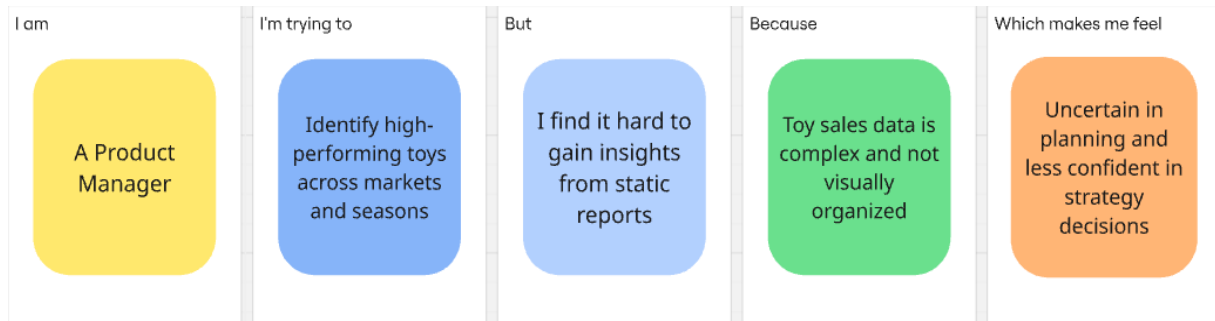
I am a supply chain analyst trying to balance production levels with actual market demand for various toy lines. I'm looking for ways to detect inventory issues, overstock risks, and delivery delays across regions. But our current tools don't help me track these patterns visually or in real time. Because the data is often buried in separate systems and not easy to analyze together. Which makes me feel reactive instead of proactive when addressing supply chain inefficiencies.

Problem Statement (PS-3):

I am a sales executive aiming to monitor performance and target regions with high growth potential. I want to compare sales trends by toy type, geography, and campaign efforts. But I struggle to extract actionable insights from raw sales reports and spreadsheets. Because I lack access to an interactive dashboard that can filter and visualize this information clearly. Which makes me feel less effective in setting goals and maximizing revenue opportunities.

Representation:

Problem Statement (PS-1):



Problem Statement (PS-2):



Problem Statement (PS-3):



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Product Manager	Identify high-performing toys across markets and seasons	I find it hard to gain insights from static reports	Toy sales data is complex and not visually organized	Uncertain in planning and less confident in strategy decisions
PS-2	A Supply Chain Analyst	Detect inventory issues and balance production with demand	I can't track patterns visually or in real time	Data is spread across systems and hard to analyze together	Reactive instead of proactive in managing supply chain efficiency
PS-3	A Sales Executive	Monitor performance and target high-growth regions	I struggle to extract insights from raw reports	I lack an interactive dashboard to filter and visualize clearly	Less effective in goal setting and maximizing revenue opportunities