

# Project Design Phase

## Proposed Solution Template

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| Date          | 25 June 2025   |
| Team ID       | LTVIP2025TMID47679   |
| Project Name  | Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data |
| Maximum Marks | 2 Marks  |

### Proposed Solution Template:

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

| S.No. | Parameter                                | Description  |
|-------|--|--|
| 1.    | Problem Statement (Problem to be solved) | "Declining US toy manufacturers (2005-2016) lack standardized visual analytics to identify at-risk states, compare performance, and forecast trends."  |
| 2.    | Idea / Solution description              | <b>Interactive Tableau Dashboard</b> with: <ul style="list-style-type: none"><li>- State-by-state index rankings</li><li>- Animated timeline of closures</li><li>- Survival rate classifier (Stable/At Risk)</li><li>- Forecast modelling for 2025</li></ul> |
| 3.    | Novelty / Uniqueness                     | <b>Patentable Aspect:</b> Dynamic index algorithm scaling manufacturer counts to a normalized benchmark<br><b>Differentiator:</b> Combines geographic + temporal trends with predictive alerts.  |
| 4.    | Social Impact / Customer Satisfaction    | Helps policymakers allocate resources to save jobs in vulnerable states (e.g., Midwest).<br>Boosts transparency for investors via public Tableau dashboards.   |
| 5.    | Business Model (Revenue Model)           | <b>Revenue Streams:</b> <ul style="list-style-type: none"><li>- <b>B2B:</b> Licensing dashboard to trade associations</li><li>- <b>Training:</b> Workshops on using the tool (\$200/user).</li></ul>   |

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|----|-----------------------------|---|
| 6. | Scalability of the Solution | <ul style="list-style-type: none"><li>- <b>Technical:</b> Cloud-hosted Tableau Server handles 50K+ rows.</li><li>- <b>Geographic:</b> Expand to Canadian/Mexican toy data.</li><li>- <b>Sectoral:</b> Adapt for other manufacturing industries.</li></ul> |
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