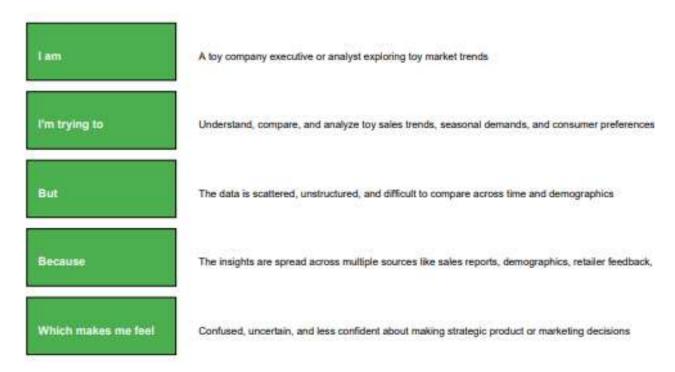
IdeationPhase Define the Problem Statements

Date	20 June 2025	
TeamID	LTVIP2025TMID21215	
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data	
Maximum Marks	2 Marks	

Customer Problem Statement Template:

This project helps toy manufacturers and analysts explore data related to toy sales, production trends, and consumer behavior. Using Tableau, the project visualizes insights from historical and demographic data to guide strategic business decisions and respond better to market demands..



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

Example:

I'm trying to	But	Because	Which make
I'm a data-driven toy manufacturer, market, analyst, or business strategist exploring industry insights	toy sale consum preferer regional perform	e, and seasonal s, er	Consider developing an interactive ToyCraft Tableau Dashboard for seamless strategic data exploration.
an data-t inschrerct arnhnatsser			ToyCraft Tableau Dashboard

Problem Statement(PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A toy manufacturer or marketing strategist interested in toy sales and product performance trends.	Understand toy pricing, seasonal trends, regional performance, and brand popularity.	Toy sales data is scattered across sources and lacks consistency.	Toy market data is spread across spreadsheets, reports, blogs, and retailer dashboards, making it difficult to view in one clear visual.	-

PS-2 A business student or analyst studying toy industry trends and consumer behavior.	Analyze market share and consumer preferences across toy categories.	Toy industry data is not presented in an interactive or easy-to-compare format.	There are no regional or demographic-specific insights available in a visual dashboard format.	Toy data offers limited insights, making it difficult to draw conclusions from raw data.
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