

Project Design Phase
Proposed Solution Template

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID57325 |
| Project Name | ToyCraft 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 |
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| 1. | Problem Statement (Problem to be solved) | The U.S. toy manufacturing industry has experienced a consistent decline in the number of manufacturers between 2005 and 2016. Stakeholders lack clear insights into regional dynamics, seasonal demands, and evolving consumer preferences—hindering strategic decision-making. |
| 2. | Idea / Solution description | "ToyCraft Tales" is a data visualization initiative built using Tableau that transforms raw manufacturing data into interactive dashboards. It uncovers market trends, regional performance, and simulated customer preferences to guide decision-making and foster industry revival. |
| 3. | Novelty / Uniqueness | The project goes beyond static reporting by blending historical trends with interactive storytelling. By simulating seasonal and demographic insights from limited data, it introduces new ways to explore market demand, enabling dynamic, location-aware strategy development. |
| 4. | Social Impact / Customer Satisfaction | The dashboard equips manufacturers, planners, and policymakers with the tools to identify underserved regions, adapt to seasonal preferences, and align offerings with customer needs—ultimately driving customer satisfaction and encouraging local economic development. |
| 5. | Business Model (Revenue Model) | The solution supports subscription-based access for manufacturers, consulting firms, and retail analysts. Additional revenue streams include custom dashboard development, regional data packages, and training services on demand forecasting. |
| 6. | Scalability of the Solution | The model can scale horizontally across geographies (e.g., international toy markets) and vertically across product categories (e.g., educational toys, tech-integrated play). It can |

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| | | also integrate real-time retail or e-commerce data for future expansion. |
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