

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID57325
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Problem Statement:

The U.S. toy manufacturing industry experienced a consistent decline in the number of manufacturers between 2005 and 2016. Despite the availability of historical data, stakeholders—including analysts, strategists, and policymakers—face significant challenges in identifying patterns, regional disparities, and the underlying causes behind this decline. Traditional static reports fail to provide the interactive exploration needed to derive actionable insights. There is a clear need for a dynamic, visually-driven solution that transforms raw data into meaningful narratives to support strategic decision-making, detect untapped opportunities, and stimulate informed investment in the toy sector.

Prompt	Guiding Question	Customized Response
I am	Describe the customer with 3–4 key characteristics – who are they?	A data-driven business analyst or strategist in the U.S. toy industry, seeking to uncover regional trends and historical performance of manufacturers.
I'm trying to	List their outcome or “job” they care about – what are they trying to achieve?	Make informed, strategic decisions by visualizing historical manufacturing data and predicting growth opportunities using Tableau dashboards.
but	Describe what problems or barriers stand in the way – what bothers them most?	Raw data is complex and lacks immediate insights; no easy visibility into trends, state-wise comparisons, or seasonal variations.
because	Enter the “root cause” of why the problem or barrier exists – what needs to be solved?	Traditional reports are static and fragmented, and there’s limited tooling to translate complex data into intuitive, interactive insights.
which makes me feel	Describe the emotions from the customer’s point of view – how does it impact them emotionally?	Frustrated, uncertain, and under pressure to deliver decisions quickly without enough clarity or confidence from the data alone.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1: U.S. toy manufacturing has been declining steadily from 2005 to 2016, and businesses lack clarity on trends.	A toy industry strategist, data analyst, or planner in the U.S.	Make informed decisions about where and how to invest or scale manufacturing.	The available data is raw, fragmented, and lacks interactive insights.	Traditional reports don't help simulate scenarios or visualize regional shifts effectively.	Frustrated, under pressure, and limited by poor visibility into market behavior.
PS-2: There's a need for interactive tools that reveal regional manufacturing trends and market seasonality shifts.	A policymaker, consultant, or stakeholder reviewing industrial performance and economic development.	Develop strategies that support local manufacturing and understand toy industry behavior across states.	Current tools lack the granularity, storytelling, and simulation needed to identify insights.	There's no unified dashboard that combines spatial, time-series, and category-level analysis.	Confused, hesitant to invest, and in need of intuitive data guidance.

2.2 Empathy map

