

Ideation Phase

Define the Problem Statements

Date	21 February 2026
Team ID	LTVIP2026TMIDS41879
Project Name	ToyCrafttales: Tablesu's Vision into toy Manufacturer Data
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	I am a data analytics enthusiast exploring the toy manufacturing industry through Tableau.
I am Trying to	I am trying to uncover seasonal sales trends, demographic preferences, and regional performance to help manufacturers make smarter decisions.
But	But toy manufacturers often lack clear insights into these areas, which limits their ability to optimize production and marketing strategies.
Because	Because without interactive, data-driven tools, they cannot fully understand evolving market demands or consumer behavior.
Which makes me feel	Which makes me feel motivated to design dashboards and visualizations that empower strategic planning.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A toy manufacturer seeking better market understanding.	Identify trends and consumer preferences to guide production and marketing.	I don't have interactive, data driven tools to analyze effectively	My current methods rely on fragmented, outdated data and limited analysis.	Frustrated and uncertain, yet motivated to adopt modern analytics solutions.
PS-2	A toy manufacturer aiming to design products that resonate with different age groups, genders, and regions.	Tailor my product development and marketing campaigns to specific customer segments.	I don't have clear, data driven insights into how preferences vary across demographics.	My current analysis methods are limited and fail to capture meaningful behavioral patterns.	Unsure about product design choices and worried about missing opportunities to connect with my target customers.