

# **RAVINDRA COLLEGE OF ENGINEERING FOR WOMEN**

(Affiliated to JNTUA, Anantapuramu)

## **FINAL PROJECT REPORT**

**Title:**

**ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data**

Submitted by:

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## 1. INTRODUCTION

### 1.1 Project Overview

This project leverages Tableau to explore and visualize data from the toy manufacturing industry, uncovering insights into market trends, consumer preferences, and product performance across regions.

### 1.2 Purpose

The purpose is to analyze industry data using dashboards and visualizations, enabling stakeholders to identify trends, understand preferences, compare performance across regions, and support strategic planning.

## 2. IDEATION PHASE

### 2.1 Problem Statement

Toy manufacturers struggle to make data-driven decisions due to scattered information on market trends and preferences.

### 2.2 Empathy Map Canvas

WHO: Toy Manufacturers, Marketing Teams, Inventory Planners

SAYS: "We need insights on what sells when and where."

THINKS: "Better understanding could boost our sales."

DOES: Manages sales manually.

FEELS: Frustrated, eager for clarity.

### 2.3 Brainstorming

- Seasonal trend analysis
- Demographic preference insights
- Regional performance comparison
- Predictive insights

## 3. REQUIREMENT ANALYSIS

### 3.1 Customer Journey Map

Awareness > Consideration > Decision

### 3.2 Solution Requirements

Tableau, Sales/Demographic Data, Excel, Internet

### 3.3 Data Flow Diagram

Import Data -> Clean -> Visualize -> Insights -> Action

### 3.4 Technology Stack

CSV/Excel, Tableau, Windows, MS Word

## 4. PROJECT DESIGN

### 4.1 Problem-Solution Fit

Bridging decision gaps with Tableau dashboards.

### 4.2 Proposed Solution

Interactive dashboards for trends, preferences, and performance.

### 4.3 Solution Architecture

Data Source -> Data Prep -> Tableau -> Dashboards

## 5. PROJECT PLANNING & SCHEDULING

Data Collection (2d), Preparation (1d), Design (3d), Testing (1d), Report (1d)

## 6. FUNCTIONAL AND PERFORMANCE TESTING

Tested responsiveness, clarity, and accuracy on filters and data volume.

## 7. RESULTS

Dashboards produced for Market Trends, Consumer Preferences, Product Performance.

## 8. ADVANTAGES & DISADVANTAGES

+ Real-time insights

+ Clear analytics

- Data dependency

- License requirement

## 9. CONCLUSION

Successful insights via Tableau dashboards enhanced decision-making for toy manufacturers.

## 10. FUTURE SCOPE

Add predictive analytics, integrate global datasets, automate updates, social sentiment analysis.

## 11. APPENDIX

Source Code: N/A

Dataset Link: Guided project platform

GitHub & Demo: [https://apsche.smartinternz.com/Student/guided\\_project\\_workspace/36452](https://apsche.smartinternz.com/Student/guided_project_workspace/36452)