Proposed Solution Template

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID52545 |
| Project Name | Tey craft Tales: Tableau’s Vision into Toy Manufacturer Data |
| Maximum Marks | 2 Marks |
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Proposed Solution Template:  
Project team shall fill the following information in the proposed solution template.

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| S.No. | Parameter | Description |
| 1 | Problem Statement (Problem to be solved) | Toy manufacturers often struggle with understanding sales trends, customer preferences, and product performance due to scattered and unstructured data. There is a need for a unified, interactive, and insightful dashboard to drive strategic decisions. |
| 2 | Idea / Solution description | This project leverages Tableau to build an interactive dashboard that visualizes toy manufacturing data—covering sales, inventory, production timelines, and customer feedback. It provides real-time insights for manufacturers to make data-driven decisions. |
| 3 | Novelty / Uniqueness | The solution integrates multiple data sources into a single interactive dashboard using Tableau. Features like drill-down analysis, region-wise performance, and predictive trends make it more insightful than static reports. |
| 4 | Social Impact / Customer Satisfaction | By enabling manufacturers to better understand market demands, customer satisfaction is enhanced through faster delivery, better products, and reduced waste. Insights can lead to more child-safe and eco-friendly product development. |
| 5 | Business Model (Revenue Model) | The solution can be offered as a SaaS model to multiple toy manufacturers, with a subscription-based pricing model depending on dashboard complexity and data volume. |
| 6 | Scalability of the Solution | Tableau dashboards are highly scalable. As data grows in volume and variety, the system can incorporate new datasets and users without impacting performance. The model can be adapted for other manufacturing sectors too. |