# REQUIREMENT ANALYSIS

## Customer Journey Map

| Date | 25 june 2025 |
|------|--------------|
| Team ID | LTVIP2025TMID51634 |
| Project Name | ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data |
| Maximum Marks | 2 Marks |

**Customer Journey map:**

Here is a Customer Journey Map for the project "ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data", focused on a typical B2B customer (a toy manufacturing company) that adopts the Tableau analytics solution.

| Stage | Stakeholder Goals | Touchpoints | Pain Points | Opportunities via Tableau |
|-------|-------------------|-------------|-------------|---------------------------|
| 1. Data Discovery | Understand current toy sales, inventory, and trends | ERP systems, sales reports, CRM, supplier data | Data silos, inconsistent reporting, lack of real-time insight | Combine data sources in Tableau to create unified dashboards |
| 2. Exploration | Analyze top-selling products, regional trends, buyer behavior | Tableau dashboards, sales meetings, consumer feedback | Hard to identify patterns across SKUs or geographies | Use heatmaps, treemaps, and filters to uncover buying behavior |
| 3. Strategy Design | Create marketing, manufacturing, or inventory strategies | Demand forecasts, campaign planning tools, retail POS data | Uncertainty in forecasting, slow reaction to demand changes | Predict future demand with Tableau forecasting, scenario planning |
| 4. Action & Execution | Launch new products, optimize supply, align with retailers | E-commerce platforms, retail partners, fulfillment centers | Overproduction, stockouts, delayed campaigns | Monitor KPIs in real-time (sales velocity, fulfillment rate, returns) |