

Proposed Solution Template

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

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter
1	Problem Statement (Problem to be solved) Toy manufacturers often struggle with fragmented data from ERP, CRM, production lines, and sales channels. This makes it hard to make fast, data-driven decisions.
2	Idea / Solution description A Tableau-based dashboard system that integrates various sources (ERP, CRM, IoT, sales) into a unified analytics platform to provide visual insights and real-time KPIs.
3	Novelty / Uniqueness Sales forecasting, defect analysis, regional performance, inventory optimization, supplier performance, marketing impact.
4	Social Impact / Customer Satisfaction Faster decision-making, reduced waste, better forecasting, and improved product quality through data storytelling and visualization.
5	Business Model (Revenue Model) Paid SaaS solution or license fee for Tableau dashboard deployment Analytics packages for performance benchmarking Data integration + customization + training