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

## 1. INTRODUCTION

### 1.1 Project Overview

ToyCraft Tales is a Tableau-based data visualization project focused on uncovering insights in the toy manufacturing industry. It leverages Tableau to explore market trends, consumer preferences, and regional product performance using interactive dashboards.

### 1.2 Purpose

The purpose of this project is to enable toy manufacturers to make data-driven decisions by identifying patterns in seasonal sales, demographic preferences, and regional demand, ultimately improving production planning and marketing strategies.

TEAMMATES:

S.KEERTHI SRIVALLI: Designed and developed Tableau dashboards, conducted data cleaning and transformation, curated key visual insights, handled end-to-end Tableau workbook preparation, integrated industry-focused analytical storytelling, and conducted user feedback testing.

## 2. IDEATION PHASE

### 2.1 Problem Statement

Toy manufacturers often face challenges in understanding consumer behavior, seasonal demand, and regional product performance. This project aims to solve this by visualizing relevant data to uncover actionable insights.

### 2.2 Empathy Map Canvas

Understanding the needs, behaviors, and pain points of manufacturers and consumers using the Empathy Map approach.

### 2.3 Brainstorming

Collaborative sessions were held to generate ideas for key visualizations, user interactivity, and dashboard themes.

## 3. REQUIREMENT ANALYSIS

### 3.1 Customer Journey Map

Mapped the journey of toy manufacturers from production to customer feedback to identify improvement points.

### 3.2 Solution Requirement

Requirements included: seasonal data analysis, demographic filtering, regional comparisons, and interactive visuals.

### 3.3 Data Flow Diagram

Outlined the flow from raw data sources (Excel/CSV) to Tableau visualizations and user interactions.

### 3.4 Technology Stack

• Tableau Desktop  
• Excel/CSV datasets  
• Tableau Public (for sharing dashboards)

## 4. PROJECT DESIGN

### 4.1 Problem Solution Fit

The visualizations directly address the problems of market understanding, enabling better strategic planning.

### 4.2 Proposed Solution

Interactive dashboards built in Tableau to track trends, preferences, and performance metrics.

### 4.3 Solution Architecture

Data Source → Data Cleaning → Tableau Worksheets → Dashboards → Storyline for presentation.

## 5. PROJECT PLANNING & SCHEDULING

### 5.1 Project Planning

Project phases included data collection, visualization design, dashboard development, testing, and documentation.

## 6. FUNCTIONAL AND PERFORMANCE TESTING

### 6.1 Performance Testing

Tested responsiveness of dashboards, filter performance, and loading time across devices.

## 7. RESULTS

### 7.1 Output Screenshots

Screenshots of Tableau dashboards visualizing:  
• Seasonal Trends  
• Demographic Preferences  
• Regional Sales

## 8. ADVANTAGES & DISADVANTAGES

Advantages:  
• Data-driven decisions  
• Clear market visibility  
• User-friendly dashboards

Disadvantages:  
• Dependent on data accuracy  
• Requires Tableau proficiency

## 9. CONCLUSION

The ToyCraft Tales project successfully demonstrates the power of data visualization in transforming raw data into meaningful insights for the toy manufacturing industry.

## 10. FUTURE SCOPE

• Integration with live sales databases  
• Predictive analytics using AI  
• Dashboard embedding in internal manufacturer portals  
• Personalized views for different stakeholders

**SCREEN SHOTS**









