Customer Journey Map

This customer journey map outlines the step-by-step process undertaken by toy industry analysts, marketing strategists, and logistics managers when analyzing toy sales, consumer demographics, and product performance. From raw sales data collection to interactive dashboard deployment and strategic insight, it tracks how Tableau supports seasonal planning, consumer segmentation, and decision-making across departments.

Step1	Customer Action (Detailed Scenario & Intent)	System Interaction (Detailed Data Analytics Role & Visualization Process)
	Collects toy sales and demographic data	
Marketing and sales teams gather historical sales, product categories, age group preferences, and regional performance data to understand trends.	**Data imported into Tableau**	
CSV or Excel files from ERP systems are loaded. Tableau Prep cleans, joins, and normalizes sales by time, location, category, and customer profile. Missing values are handled and KPIs defined.		

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2	**Defines product planning and sales goals**	
Analysts want to know which toys are seasonal bestsellers, what age groups prefer which toys, and which regions underperform. Metrics like “Monthly Sales Trend”, “Top Toys by Age”, and “Regional Contribution %” are generated. Filters for toy type, region, season, and age are added for deeper slicing.	**Calculated fields and filters created**	
3	**Builds analytical visualizations**	
Charts are designed to reveal product popularity across time, compare regional demands, and highlight consumer preferences. Trend lines (sales vs time), bar charts (top categories), heat maps (regional demand), and pie charts	**Tableau visualizations created**	

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(age/gender share) are used. Tooltip info aids drill-down.		
4	**Assembles interactive dashboards**	
Dashboards consolidate seasonal trends, category performance, and customer segmentation into one platform. Goal: fast, filtered insights.	**Dashboard built in Tableau**	
Dashboards include filters (by age, toy, region), highlight actions, legends, and KPI tiles. Layout optimized for clarity across departments.		
5	**Presents insights to stakeholders**	
Sales managers, product designers, and marketing heads use insights to plan campaigns, adjust inventory, and suggest new launches.	**Tableau Story created**	

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Narrative scenes walk stakeholders through seasonal patterns, bestsellers by group, and regional gaps. Supports campaign pitches and product redesign decisions.		
6	**Publishes dashboard on web/internal portal**	
Dashboards are shared across teams for real-time planning and alignment across departments.	**Dashboard published with Flask**	
Dashboards embedded into Flask web app for secure access. Role-based routing ensures viewers only access relevant data (e.g., region heads only see their zone).		
7	**Gathers feedback and updates strategy**	
Teams request new filters (e.g., festival sales), better visuals, or predictive options. Analysts	**Revisions done in Tableau**	

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continuously evolve the dashboard. New calculations, filters, and visualizations are added. “Versioned Dashboards” help track changes and respond quickly to feedback before campaign rollouts or quarterly reviews.		