**Proposed Solution**

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| **Date** | **19-06-2025** |
| **Team ID** | **LTVIP2025TMID48235** |
| **Project Name** | **ToyCraft Tales: Tableau’s Vision into Toy Manufacturer Data** |
| **Maximum Marks** | **2 marks** |

| **S. No.** | **Parameter** | **Description** |
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| 1 | **Problem Statement (Problem to be solved)** | Toy manufacturers and strategists often struggle to understand seasonal demand trends, regional performance, and demographic preferences due to fragmented data sources and static reports. This limits their ability to make informed product, marketing, and inventory decisions. Without a centralized, visualized system, aligning toy production with consumer behavior remains reactive and inefficient. |
| 2 | **Idea / Solution Description** | A data visualization solution using **Tableau** to analyze toy industry sales, demographic behavior, and regional demand. The dashboard will integrate datasets including historical sales, customer segments, and product categories to uncover market trends. Key features include: – Interactive dashboards showing seasonal trends and peak demand periods– Consumer segmentation by age, gender, and region– Region-wise performance analysis– Exportable sales insights |
| 3 | **Novelty / Uniqueness** | – First-of-its-kind integration of sales, demographic, and product data for toy industry– Supports decision-making using seasonal forecasting and behavioral insights– Interactive filtering by toy category, age group, geography, and time– Enables product teams to spot gaps and opportunities in real-time |
| 4 | **Social Impact / Customer Satisfaction** | – Helps manufacturers align offerings with actual consumer interests– Reduces toy overproduction or stockouts through proactive planning– Enhances product targeting for different child age groups and regional cultures– Improves customer satisfaction by ensuring availability of high-demand toys across markets |
| 5 | **Business Model (Revenue Model)** | – Initial deployment as an internal business tool– Extended offering to other toy brands and manufacturers on a subscription or consulting basis– Revenue from personalized dashboards, training workshops, and dashboard template licensing– Optional integration with retail POS systems for real-time updates |
| 6 | **Scalability of the Solution** | – Can be scaled to include e-commerce data, new toy lines, or emerging regions– Adaptable to other product verticals such as school supplies or electronics– Additional insights like social media sentiment or competitor pricing can be incorporated– Tableau backend allows easy expansion of filters, metrics, and integrations |