

Empathy Map Document

Project: Toycraft Tales: Tableau's Vision into Toy Manufacturer Data

Metadata Table

Field	Details
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Date	30 June 2025
Team ID	LTVIP2025TMID59682
Project Name	Toycraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

Empathy Map Canvas

SAYS

- "We need to understand which toys are driving sales."
- "Why did our revenue dip last quarter?"
- "We want clear dashboards, not raw spreadsheets."

THINKS

- "Am I focusing on the right product lines for next season?"
- "Is our pricing strategy hurting sales?"
- "What are the trends in competitor sales?"

DOES

- Reviews monthly and quarterly sales reports.

- Uses basic Excel sheets or legacy software to analyze data.
- Attends sales and product meetings with executives.
- Relies on gut feeling when data lacks clarity.

FEELS

- Frustrated by data overload without actionable insight.
- Anxious about missing trends.
- Curious and open to better tools.
- Pressured to improve KPIs.

Narrative Summary (Empathy Context)

The typical user in this context is a toy company product manager or analyst who needs to make data-driven decisions but struggles with fragmented, outdated tools. They are expected to identify high-performing product categories, track seasonal trends, and recommend strategies to optimize inventory and marketing.

However, due to limited visual insights and a lack of real-time data dashboards, they often rely on intuition or delayed reports. This leads to uncertainty, missed opportunities, and strategic misalignment.

By creating a Tableau-based interactive dashboard that reflects patterns in toy sales from 2005 to 2016, this project aims to empower stakeholders with clarity, confidence, and control in decision-making.