

## Ideation Phase

### Brainstorm & Idea Prioritization Template

#### *Project Metadata:*

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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

## Ideation Phase

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Project Name

Toycraft Tales: Tableau's Vision into Toy Manufacturer Data

Maximum Marks

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### Step-1: Team Gathering, Collaboration and Select the Problem Statement

Our team convened to analyze the dataset of US toy manufacturers from 2005 to 2016. The data provides insight into product categories, annual revenues, manufacturer types, and sales trends. After evaluating the dataset's potential and current challenges in the toy market such as demand prediction, category growth, and seasonal trends, we finalized the following problem statement:

Problem Statement:

"Toy manufacturers and retail stakeholders often struggle to align product decisions with evolving market trends, especially due to lack of consolidated, visual insights. Our project

aims to build Tableau dashboards that uncover key patterns in toy sales, demand cycles, and product performance to support better strategic planning."

## Step-2: Brainstorm, Idea Listing and Grouping

Raw Ideas from Team Members:

Member	Ideas
Member 1	Sales trends by category and year
Member 2	Identify top-performing manufacturers over time
Member 3	Visualize seasonal demand cycles
Member 4	Interactive dashboard to compare product categories across regions

Grouped Ideas by Category:

Category	Ideas
Category Analysis	Category-wise sales, Growth trends
Manufacturer Insights	Top manufacturers, Year-over-year performance
Seasonal Patterns	Quarterly/seasonal sales analysis
Visualization Design	Interactive dashboards by type/year/region
Strategic Planning	Forecasting product success, Business recommendations

## Step-3: Idea Prioritization

Idea Prioritization Table:

Idea	Impact	Feasibility	Priority
Visualize category-wise sales trends	High	High	High
Analyze top manufacturers over time	High	Medium	High
Forecast seasonal demand peaks	Medium	Medium	Medium
Develop interactive Tableau dashboards	High	High	High
Business recommendations based on trend patterns	High	Low	Medium

Final Shortlisted Idea(s):

- A Tableau-based dashboard showcasing category-wise and manufacturer-wise performance trends
- Visualization of seasonal peaks to assist with production and marketing cycles
- Data-driven insights to recommend strategic focus areas for manufacturers

Team Members:

- Team Leader: Pusunuri Sai Chandrika
- Team Member: Yaswanth Kumar Marella
- Team Member: Vallapu Lakshmi Srujana

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