Problem Statement

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In the evolving toy market, understanding customer behavior, regional preferences, and seasonal sales trends is essential for maximizing growth and enhancing customer satisfaction. "ToyCraft Tales" is a Tableau-based data visualization project aimed at uncovering actionable insights from sales data, helping businesses identify top-selling toys, low-performing regions, customer buying patterns, and optimal stock strategies.

This project leverages Tableau dashboards to present a comprehensive view of toy sales across demographics, product categories, and time periods. The goal is to equip decision-makers with visual insights that support effective marketing, inventory planning, and customer engagement strategies.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a toy retailer	understand which toys sell best	my reports are unclear and hard to interpret	I don't have visual sales tracking tools	confused and unsure how to boost sales
PS-2	a marketing manager	identify the best season to promote toys	sales trends are inconsistent	I lack clear visuals for seasonal patterns	misaligned with customer demand
PS-3	a product planner	reduce overstock and understock issues	I can't forecast toy demand accurately	I don't have category or region-wise breakdowns	frustrated and worried about losses
PS-4	a regional manager	compare sales across regions	I can't pinpoint which region performs well	the data is too large and scattered	overwhelmed and missing opportunities
PS-5	a business analyst	analyze customer preferences and trends	the insights are buried in raw sales data	I need quick, interactive visuals to derive insights	delayed in making data-driven decisions