

PROJECT DESIGN PHASE

PROPOSED SOLUTION

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| Date | February 2026 |
| Team ID | LTVIP2026TMIDS37354 |
| Project Name | ToyCraft tales: tableau's vision into toy manufacturer data |
| Maximum Marks | 4 Marks |

Proposed Solution Template:

| S.No | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Toy manufacturers and decision-makers lack a clear understanding of historical market trends, seasonal demand, and category-wise performance due to raw, unstructured spreadsheet data |
| 2. | Idea / Solution description | The proposed solution is a Tableau-based interactive dashboard that transforms 12 years of toy sales data into meaningful visual insights |
| 3. | Novelty / Uniqueness | The solution bridges the gap between raw data and strategic decision-making using a no-code, real-time analytics platform |
| 4. | Social Impact / Customer Satisfaction | helps deliver toys customers actually want—leading to higher customer satisfaction and reduced waste |
| 5. | Business Model (Revenue Model) | The dashboard can be offered as a SaaS solution or internal tool for toy manufacturers to optimize marketing, inventory, and sales operations |
| 6. | Scalability of the Solution | The solution is scalable—more data (new years, product lines, or regions) can be integrated without modifying the core dashboard. Tableau supports enterprise-level deployment via Tableau Server or Tableau Cloud. |