

Project Design Phase
Proposed Solution Template

Date	24 June 2025
Team ID	LTVIP2025TMID49620
Project Name	ToyCraft Tales _ Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Toy manufacturers face difficulties analyzing large volumes of sales and consumer data across seasons, regions, and demographics. This leads to poor forecasting, limited insight into customer preferences, and inefficiencies in production, marketing, and inventory management.
2.	Idea / Solution description	Develop an interactive Tableau-based dashboard that integrates sales, demographic, and regional data. The solution will visualize key insights such as seasonal sales trends, top-selling products, regional performance, and customer preferences by age or gender.
3.	Novelty / Uniqueness	Unlike traditional static reports, this solution offers dynamic, real-time, and interactive dashboards that allow decision-makers to drill down into specific patterns (e.g., product demand in a specific region during a festival). The segmentation by demographic and region adds a unique layer of intelligence for customer-focused planning.
4.	Social Impact / Customer Satisfaction	By aligning product development and distribution with actual consumer preferences, manufacturers can reduce waste, improve customer satisfaction, and meet regional and seasonal needs better.
5.	Business Model (Revenue Model)	The solution can be offered as a business intelligence service or product to toy manufacturers on a subscription or licensing model (e.g., monthly/yearly dashboard access).

6.	Scalability of the Solution	The dashboard framework is scalable and can accommodate additional toy categories, regions, or user groups with minimal changes. As the company grows or expands globally, the Tableau infrastructure can integrate more data sources and user access layers with ease.
----	------------------------------------	---