Ideation Phase
Define the Problem Statements

Date	2 Feb 2026
Team ID	LTVIP2026TMIDS90501
Project Name	Toycraft Tales: Tableau's Vision into Toy Manufacturer Data
Marks	2 Marks

Customer Problem Statement Template:

This project helps toy manufacturers and analysts explore data related to toy sales, production trends, and consumer behavior. Using Tableau, the project visualizes insights from historical and demographic data to guide strategic business decisions and respond better to market demands.

I am	A toy company executive or analyst exploring toy market trends
I'm trying to	Understand, compare, and analyze toy sales trends, seasonal demands, and consumer preferences
But	The data is scattered, unstructured, and difficult to compare across time and demographics
Because	The insights are spread across multiple sources like sales reports, demographics, retailer feedback,
Which makes me feel	Confused, uncertain, and less confident about making strategic product or marketing decisions

Reference: https://miro.com/templates/customer-problem-statement/

Example:

I am	I'm trying to	But	Because	Which makes me feel
marketing manager	Identify the best-selling toys in each region	The data is not broken down by geography	Reports are not segmented	Disconnect from local market trends.

I am	I'm trying to	But	Because	Which makes me feel
Toy Designer	Create toys that kids love	I don't know which toys are trending	customer feedback and sales data aren't visualized	Unsure about design choices
Product manager	Analyze customer preferences across age groups	I don't have a clear breakdown by demographic	The current system doesn't track it visually	Unsure about what to prioritize for new product design.
Regional manager	Understand which product categories are performing best	The sales reports are complex and not visual	The data is only available in spreadsheets	Overwhelmed and uncertain about making decisions.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A toy manufacturer or marketing strategist interested in toy sales and product performance trends.	Understand toy pricing, seasonal trends, regional performance, and brand popularity.	Toy sales data is scattered across sources and lacks consistency.	Toy market data is spread across spreadsheets, reports, blogs, and retailer dashboards, making it difficult to view in one clear visual.	Confused, uncertain, and hesitant about making informed product or inventory decisions.

| PS-2 | A business student or analyst studying toy industry trends and consumer behavior. | Analyze market share and consumer preferences across toy categories. | Toy industry data is not presented in an interactive or easy-to-compare format. | There are no regional or demographic-specific insights available in a visual dashboard format. | Toy data offers limited insights, making it difficult to draw conclusions from raw data. |