

## PROJECT DESIGN PHASE

### PROPOSED SOLUTION

|               |   |
|---------------|---|
| Date          | FEBRUARY 2026   |
| Team ID       | LTVIP2026TMIDS58715   |
| Project Name  | ToyCraft tales: tableau's vision into toy manufacturer data |
| Maximum Marks | 4 Marks   |

#### Proposed Solution Template:

| S.No | Parameter                                   | Description   |
|------|---|---|
| 1.   | Problem Statement<br>(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<br>(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. |