Project Design Phase

Date	25 FEB 2026
Team ID	LTVIP2026TMIDS56761
Project Name	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Proposed Solution Template

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Toy manufacturers often lack actionable insights from sales, inventory, and customer engagement data, leading to inefficiencies in production and design.
2	Idea / Solution description	A Tableau-powered interactive dashboard system that visualizes key toy industry metrics – including demand trends, age group preferences, and stock levels – for real-time decision-making.
3	Novelty / Uniqueness	Combines storytelling with data through "Toy Craft Tales" – a narrative-based approach that helps non-technical users interpret complex datasets intuitively.
4	Social Impact / Customer Satisfaction	Increases efficiency in toy production, reduces waste, and aligns products with children's interests – ultimately leading to higher satisfaction for both customers and manufacturers.

5	Business Model (Revenue Model)	Subscription-based model for manufacturers and retailers; freemium version

		with limited dashboards, with additional premium analytics and customization for enterprise clients.
6	Scalability of the Solution	The solution can scale across global markets and be adapted for various toy segments, from educational toys to collectibles, with multilingual and regional data support.