

**Project Design Phase**  
**Proposed Solution Template**

Team ID	TVIP2025TMID51129
Project Name	ToyCraft 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 and stakeholders lack clear insights into toy sales trends, consumer preferences, and regional demand, making it difficult to optimize inventory, marketing, and production strategies.
2.	Idea / Solution description	The project provides a Tableau-based interactive dashboard that visualizes toy manufacturing data, showing seasonal sales trends, regional preferences, and consumer feedback collected through surveys. It helps users make data-driven decisions.
3.	Novelty / Uniqueness	Combines real-time survey feedback with historical manufacturing data; user-friendly filters and visuals allow even non-technical users to analyze toy trends across states, seasons, and categories.
4.	Social Impact / Customer Satisfaction	Helps parents, educators, and retailers understand and choose suitable toys. Enhances customer satisfaction by aligning toy offerings with actual preferences and promoting informed purchases.
5.	Business Model (Revenue Model)	Potential monetization through freemium access: free insights for users, and premium access for manufacturers or retailers seeking advanced filters, forecasting, or regional breakdowns.
6.	Scalability of the Solution	Easily scalable by adding more data (e.g., multi-year sales), new toy categories, additional regions, or advanced predictive features like trend forecasting and personalization.