

Project Design Phase
Proposed Solution Template

Date	28 Jan 2026
Team ID	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Project Name	LTVIP2026TMIDS65993
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 lack clear insights into seasonal trends, regional performance, and consumer preferences, making decision-making slow and unreliable.
2.	Idea / Solution description	Use Tableau to create interactive dashboards and stories by connecting and visualizing cleaned data from a MySQL database.
3.	Novelty / Uniqueness	Combines real-time SQL data processing with Tableau's storytelling to give a single-pane view of sales, demand, and behavior across the U.S
4.	Social Impact / Customer Satisfaction	Helps companies better understand customer needs and plan production efficiently, reducing waste and improving product-market fit.
5.	Business Model (Revenue Model)	Data analytics as a decision-support tool for toy manufacturers; scalable for internal use, client reports, or consulting dashboards.
6.	Scalability of the Solution	Easily extendable to new regions, product lines, and sales years with minor SQL and Tableau updates — works for any retail dataset.