

**Project Design Phase**  
**ProposedSolutionTemplate**

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|--------------|---|
| Date         | 26June2025  |
| TeamID       | LTVIP2025TMID50208                                    |
| ProjectName  | ToyCraftTales:Tableau'sVisionintoToy ManufacturerData |
| MaximumMarks | 2 Marks   |

**ProposedSolutionTemplate:**

Projectteamshallfillthefollowinginformationintheproposedsolutiontemplate.

| S.No. | Parameter                             | Description  |
|-------|---------------------------------------|--|
| 1.    | ProblemStatement(Problemto be solved) | Toymanufacturersandstakeholderslackclear insights into toy sales trends, consumer preferences, and regional demand, making it difficult tooptimizeinventory,marketing, and productionstrategies.                                     |
| 2.    | Idea/Solutiondescription              | The project provides a Tableau-based interactive dashboard that visualizes toy manufacturingdata,showingseasonalsales trends,regionalpreferences,andconsumer feedbackcollectedthroughsurveys.It helps usersmakedata-drivendecisions. |
| 3.    | Novelty/ Uniqueness                   | Combines real-time survey feedback with historicalmanufacturingdata;user-friendly filters and visuals allow even non-technical users to analyze toy trends across states, seasons,andcategories.                                     |
| 4.    | SocialImpact/CustomerSatisfaction     | Helps parents, educators, and retailers understandandchoosesuitabletoys.Enhances customer satisfaction by aligning toy offerings with actual preferences and promoting informedpurchases.  |
| 5.    | BusinessModel(RevenueModel)           | Potential monetization through freemium access: free insights for users, and premium accessformanufacturersorretailersseeking advanced filters, forecasting, or regional breakdowns.   |
| 6.    | Scalabilityofthe Solution             | Easilyscalablebyaddingmoredata(e.g.,multi- year sales), new toy categories, additional regions,oradvancedpredictivefeatureslike trend forecasting and personalization.   |