**Project Design Phase**

**Proposed Solution Template**

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| Date | 21 June 2025 |
| Team ID | LTVIP2025TMID31055 |
| 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.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Users, especially students, educators, and small business owners, lack an easy way to access and understand toy manufacturing data. Existing data sources are scattered, static, and require technical skills to interpret. |
|  | Idea / Solution description | A Flask + ngrok-based web app with a clean UI that embeds Tableau dashboards, charts, and stories to provide interactive toy industry insights. It includes a contact form for community participation and sends welcome emails to valid users. |
|  | Novelty / Uniqueness | Combines open-source technologies (Flask, Tableau Public) to deliver focused toy manufacturing data visualizations without requiring complex setup or advanced analytics skills. Lightweight, accessible via shared link, no installation needed. |
|  | Social Impact / Customer Satisfaction | Empowers non-technical users to explore industry data easily, supporting education, small businesses, and hobbyists. Builds a sense of community through participation and feedback, enhancing satisfaction and engagement. |
|  | Business Model (Revenue Model) | Initially free as an educational tool; can evolve to offer premium insights, custom dashboards for businesses, or ad-free experiences. Potential for partnerships with toy industry stakeholders or educational institutions. |
|  | Scalability of the Solution | Designed for easy scaling — can move from ngrok + local server to cloud deployment (AWS, GCP, Azure) with microservices or 3-tier architecture. Additional data sources, APIs, or features can be integrated without major redesign. |