

## IDEATION PHASE

### EMPATHIZE & DISCOVER

Date	FEBRUARY 2026
Team ID	LTVIP2026TMIDS58720
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks



## Says

Meet with sales, marketing, and logistics teams regularly

Analyze shipment trends and category performance

Propose adjustments to production and distribution based on demand

Push for data-driven strategy meetings

Identify shipment and growth trends from 2005–2016

External factors like changing consumer preferences, economic conditions, and global competitors



## Does

## Thinks



Motivated to use data tools like Tableau for better decision-making

Curious about shifts in consumer behavior

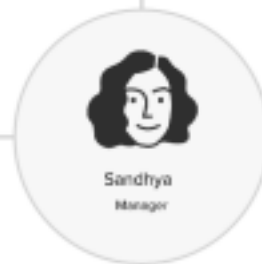
- Aims to influence leadership decisions with actionable insights

Frustrated by lack of granular or real-time insights in new datasets

Feel stressed about meeting quarterly performance goals

Difficulty tracking regional trends or category performance

## Feels



Sandhya  
Manager