# Project Design Phase

## Proposed Solution Template

|  |  |
| --- | --- |
| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID47668 |
| Project Name | Toy Craft 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 collect a lot of data but understanding it can be difficult. This project uses Tableau to turn complex toy data into easy, clear visuals to help improve sales, production, and decision-making. |
| 2 | Idea / Solution description | A Tableau-powered interactive dashboard system that visualizes key toy industry metrics – including demand trends, age group preferences, and stock levels – for real-time decision-making. |
| 3 | Novelty / Uniqueness | Combines storytelling with data through “Toy Craft Tales” – a narrative-based approach that helps non-technical users interpret complex datasets intuitively. |
| 4 | Social Impact / Customer Satisfaction | Increases efficiency in toy production, reduces waste, and aligns products with children’s interests – ultimately leading to higher satisfaction for both customers and manufacturers. |
| 5 | Business Model (Revenue Model) | Subscription-based model for manufacturers and retailers; freemium version with limited dashboards, with additional premium analytics and customization for enterprise clients. |
| 6 | Scalability of the Solution | The solution can scale across global markets and be adapted for various toy segments, from educational toys to collectibles, with multilingual and regional data support. |