

IDEATION PHASE

DEFINE THE PROBLEM STATEMENT

Date	January 2026
Team ID	LTVIP2026TMIDS37677
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	parent looking to buy toys for my child	find toys that are fun, safe, and age-appropriate	I'm not sure which ones are good quality	I don't have clear information or reviews to compare	confused and worried
PS-2	customer shopping for a birthday gift	find a popular toy that kids will love	I don't know what's trending right now	stores don't show which toys are the most popular	unsure and stressed