# Project Design Phase
# Proposed Solution Template

| Date | 15 February 2025 |
|---|---|
| Team ID | LTVIP2025TMID50076 |
| Project Name | ToyCraft Manufacturing |
| Maximum Marks | 2 Marks |

## 4.2 Proposed Solution

| 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. |