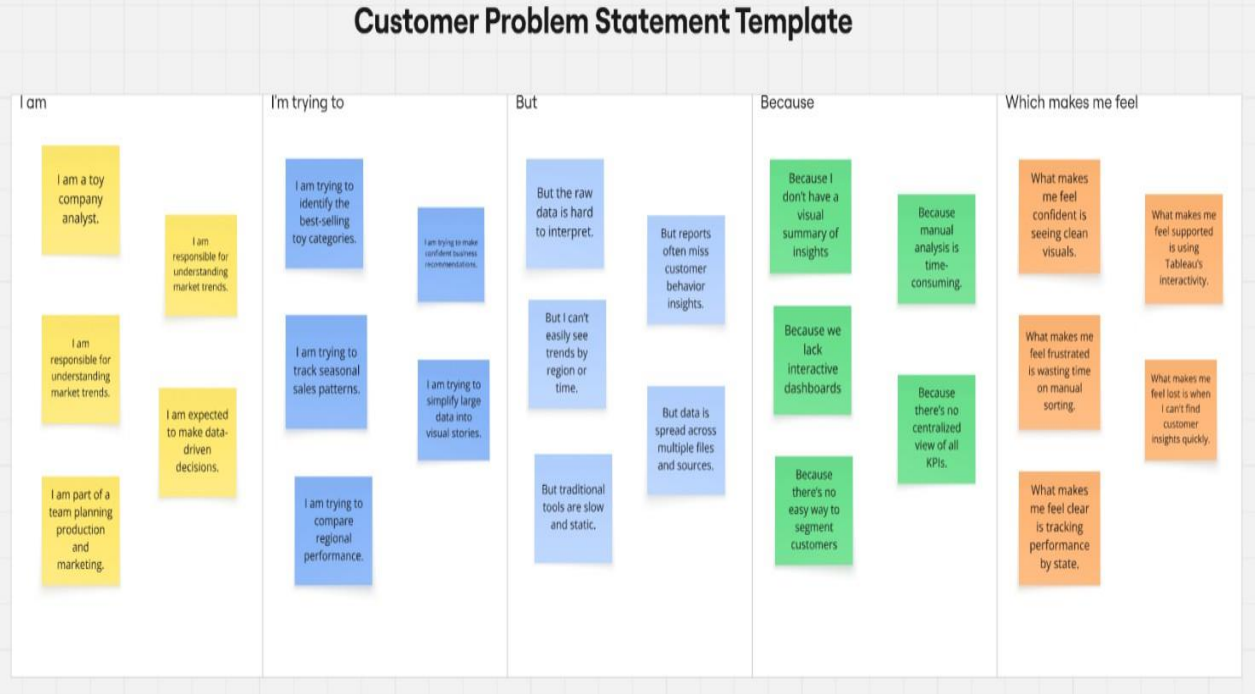
Ideation Phase
Define the Problem Statements

Date	19 February 2026
Team ID	LTVIP2026TMIDS65874
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a toy company analyst.	I am trying to identify the best-selling toy categories.	But the raw data is hard to interpret.	Because I don't have a visual summary of insights.	What makes me feel confident is seeing clean visuals.
PS-2	I am someone who needs fast, visual insights.	I am trying to compare regional performance	But tradition al tools are slow and static	Because there's no easy way to segment customers.	What makes me feel clear is tracking performance by state.
PS-3	I am responsible for understand ing market trends.	I am trying to track seasonal sales patterns	But I can't easily see trends by region or time.	Because we lack interactive dashboards.	What makes me feel frustrated is wasting time on manual sorting.
PS-4	I am part of a team planning production and marketing.	I am trying to simplify large data into visual stories.	But reports often miss customer behavior insights.	Because manual analysis is time-consuming.	What makes me feel supported is using Tableau's interactivity.
PS-5	I am expected to make data-driven decisions.	I am trying to make confident business recommend ations.	But data is spread across multiple files and sources.	Because there's no centralized view of all KPIs	What makes me feel lost is when I can't find customer insights quickly.