

**Project Design Phase**  
**Proposed Solution**

Date	01 July 2025
Team ID	LTVIP2025TMID51129
Project Name	ToyCraft 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 and stakeholders lack interactive tools to analyze market trends, seasonal patterns, regional performance, and consumer preferences, making strategic planning and decision-making inefficient and reactive.
2.	Idea / Solution description	The project proposes a Tableau-based interactive analytics dashboard connected to a backend SQL database. It visualizes toy manufacturer data through line charts, maps, pie charts, histograms, and KPIs. Insights include trends by year, regional performance, top states, and index-based evaluations. It is embedded into a Flask-based web interface and supported with full documentation and demo video.
3.	Novelty / Uniqueness	Unlike traditional static reports, this solution integrates live SQL-based data with dynamic Tableau visualizations and supports scenario-based decision-making. It provides a centralized, visual storytelling platform tailored for the toy manufacturing domain, with scenes covering seasonality, demographics, and regional comparison.
4.	Social Impact / Customer Satisfaction	Helps manufacturers better meet consumer demand by aligning products with preferences and seasons, leading to reduced waste, optimized supply chain, and increased customer satisfaction. Decision-makers gain confidence through data-driven insights and clear visual narratives.
5.	Business Model (Revenue Model)	The solution can be licensed as a data analytics service to manufacturers or industry associations. Alternatively, a freemium model could be adopted, offering basic insights for free and charging for advanced features like prediction, scenario simulation, or API access.

6.	Scalability of the Solution	The dashboard is scalable to accommodate additional datasets (e.g., global markets, online vs retail data), new features (forecasting, ML-powered trends), and integration with business ERP systems. It can serve multiple industries beyond toys by modifying schema and visual layers.
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