

# **RISE KRISHNA SAI GANDHI GROUP OF INSTITUTIONS**

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NAAC) Valluru, Ongole, Andhra Pradesh

## **SMART INTERNZ VIRTUAL INTERNSHIP PROGRAM 2026**

### **TOY MANUFACTURER DATA ANALYSIS AND VISUALIZATION USING TABLEAU**

Submitted By

DULIPALLA MOHANA PRIYA

Roll Number: 228B1A0412

Register Number: SBAP0047163

Internship ID: LTVIP2026MIDS50391

Department of Electronics and Communication Engineering

Project Guide: Mr. Ganesh

HOD: S. V. Ravi Kumar, M.Tech, (Ph.D)

PRINCIPAL: Dr. K. V. Subramanyam

## **DECLARATION**

I hereby declare that the project titled “Toy Manufacturer Data Analysis and Visualization Using Tableau” is an original work carried out by me during the SmartInternz Virtual Internship Program – 2026. This work has not been submitted to any other institution for the award of any degree or diploma.

## **ACKNOWLEDGEMENT**

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## **PROJECT ABSTRACT**

This project utilizes Tableau to analyze toy manufacturer data and extract insights related to market trends, seasonal demand, consumer preferences, and regional product performance. Interactive dashboards were developed to support data-driven decision-making, optimize production planning, and improve competitiveness in the toy manufacturing industry.

## **CONCLUSION**

The Toy Manufacturer Data Analysis and Visualization project demonstrates the effective use of Tableau for transforming raw data into meaningful business insights.