PROJECT DESIGN PHASE

PROPOSED SOLUTION

Date	February 2026
Team ID	LTVIP2026TMIDS37672
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

Proposed Solution Template:

S.No	Parameter	Description
1.	Problem Statement (Problem to be solved)	Toy manufacturers and decision-makers lack a clear understanding of historical market trends, seasonal demand, and category-wise performance due to raw, unstructured spreadsheet data
2.	Idea / Solution description	The proposed solution is a Tableau-based interactive dashboard that transforms 12 years of toy sales data into meaningful visual insights
3.	Novelty / Uniqueness	The solution bridges the gap between raw data and strategic decision-making using a no-code, real-time analytics platform
4.	Social Impact / Customer Satisfaction	helps deliver toys customers actually want— leading to higher customer satisfaction and reduced waste
5.	Business Model (Revenue Model)	The dashboard can be offered as a SaaS solution or internal tool for toy manufacturers to optimize marketing, inventory, and sales operations
6.	Scalability of the Solution	The solution is scalable—more data (new years, product lines, or regions) can be integrated without modifying the core dashboard. Tableau supports enterprise-level deployment via Tableau Server or Tableau Cloud.