1. Customer Journey Map

This map represents how a product strategist or analyst interacts with the ToyCraft Tales dashboard from need to insight.

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Wants top selling toy trends	Searches makes sales data	Emails, sales report	Data is fragmented	unified tableau dashboard entry point
Explore	Needs insights on regional toy demand & age group trends	Browses charts & product SKUs	Spreadsheets, BI tools	Time-consuming analysis	Filter-enabled visual dashboard
Engage	Wants to compare production cost vs profit	Tries interactive graphs	tablue visuals, excel	Low interactivity	Pre-built cost/profit analsis dashboard
Decide	Prepares business case for scaling production	creates summaries & graphs	Presentations	weak storytelling with static data	Use Tableau story points with visuals &captions