

Project Design Phase
Proposed Solution Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID48374
Project Name	ToyCraft Tales: Tableau's Vision into ToyManufacturer Data
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Toy manufacturers and stakeholders lack a centralized, interactive, and story-driven way to understand product category performance, regional sales, and customer preferences. This hinders timely, data-backed decision-making in a competitive toy market.
2.	Idea / Solution description	Development of intuitive Tableau dashboards with playful yet professional design aesthetics suitable for toy industry stakeholders. Use of interactive filters (by branch, category, city, customer type) to explore KPIs, sales, and product trends.
3.	Novelty / Uniqueness	Instead of traditional static spreadsheets, the solution features interactive, story-based Tableau dashboards. The theme is tailored to toy manufacturers, using colorful yet clean UI with dynamic KPIs based on real-time filtering.
4.	Social Impact / Customer Satisfaction	Supports product development, marketing strategies, and regional customization. Enables better alignment with customer demand and satisfaction. Promotes data literacy among management and marketing teams.
5.	Business Model (Revenue Model)	This visualization tool can be deployed as a SaaS-based internal dashboard solution or licensed to multiple toy manufacturers. Consulting services can also be provided to adapt the framework to other verticals like educational toys, seasonal products, etc.
6.	Scalability of the Solution	The Tableau dashboard structure is easily scalable across different toy brands, branches, regions, or product types. Updating the dataset allows replication across various market segments without changing the dashboard logic.