

Ideation Phase

Define the Problem Statements

Date	04 July 2025
Team ID	LTVIP2025TMID49702
Project Name	ToyCraft Tales _ Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Customer Problem Statement :

Toy manufacturers often struggle to make fast, data-driven decisions due to the lack of clear, visual insights. They rely on **scattered spreadsheets and static reports**, which make it difficult to track product performance, identify market trends, and plan effectively. This creates **confusion, delays**, and missed opportunities in a competitive industry.

ToyCraftTales solves this by offering **interactive dashboards and data stories using Tableau**, helping manufacturers make smarter decisions based on real-time insights, regional analysis, and seasonal trends.

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PS-2	a toy product planner	predict trends for launches	I can't see seasonal patterns	no interactive dashboards	unprepared and reactive

