

Project Design Phase
Proposed Solution

Date	4 July 2025
Team ID	LTVIP2025TMID49702
Project Name	ToyCraft tales: Tableau’s Vision Into Toy Manufacturers Data
Maximum Marks	2 Marks

Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Toy manufacturers face challenges in understanding market demand, production efficiency, material usage, and regional performance due to lack of interactive data insights. This limits their ability to make data-driven decisions.
2.	Idea / Solution description	ToyCraftTales is a data-driven solution leveraging Tableau dashboards to provide manufacturers with real-time visual insights from toy production and sales data. It includes dashboards for sales trends, material analysis, region-wise demand, and brand comparison—enabling smarter, faster decision-making.
3.	Novelty / Uniqueness	The solution uniquely combines data from various sources (Kaggle, internal datasets) and uses MySQL + Tableau to build visual stories tailored specifically for toy manufacturing challenges. Unlike generic BI dashboards, it focuses deeply on toy-specific KPIs such as toy type trends, seasonal demand, and material-cost optimization.
4.	Social Impact / Customer Satisfaction	Helps small and medium toy businesses become more competitive by accessing affordable, visual business intelligence. Enhances production efficiency, reduces material wastage, and ultimately leads to better, more affordable toys reaching children.
5.	Business Model (Revenue Model)	Freemium model: Free basic dashboard version for all manufacturers, with a premium subscription for advanced insights, industry benchmarking, and AI-powered recommendations. Potential for B2B

		partnerships with toy brands and analytics firms.
6.	Scalability of the Solution	Easily scalable to other manufacturing sectors (e.g., garments, electronics) by modifying the dataset schema. Can integrate more real-time data sources like IoT production logs or ERP exports in future iterations.