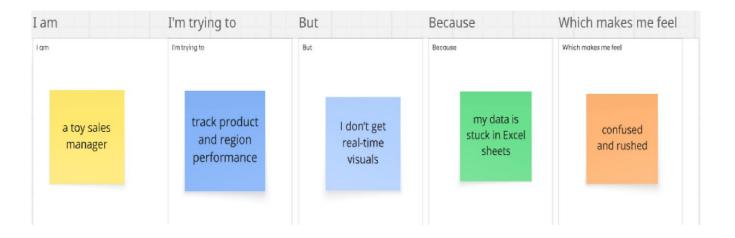
Ideation Phase Define the Problem Statements

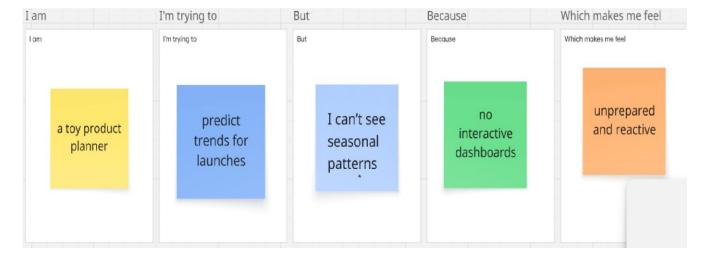
Date	04 July 2025				
Team ID	LTVIP2025TMID49702				
Project Name	ToyCraft Tales _ Tableau's Vision into Toy Manufacturer Data				
Maximum Marks	2 Marks				

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.





problem I am Statement (PS) (Cus		tomer)	I'm trying to	But	Because	Which makes me feel	
PS-1			y sales Jager	track product and region performance	I don't get real-time visuals	my data is st in Excel sheet	
	PS-2		a toy product planner	predict trends for launches		no interactive dashboards	unprepared and reactive