

ToyCraft Tales: Tableau’s Vision into Toy Manufacturer Data

Problem & Solution

Problem Statement

- **Fragmented Data Sources:** Data stored across ERP, CRM, spreadsheets causing difficulty in consolidated analysis.
- **Poor Demand Forecasting:** Seasonal spikes lead to overstocking, understocking, revenue loss, and increased storage costs.
- **Limited Product Performance Insights:** Difficulty identifying best-selling categories, regional variations, and profit margins.
- **Inventory & Supply Chain Inefficiencies:** Lack of real-time visibility causes production delays and supply-demand mismatch.
- **Delayed Decision-Making:** Static reports are time-consuming, error-prone, and not interactive.

Proposed Solution Using Tableau

- **Centralized Data Integration:** Connect ERP, CRM, inventory, and sales systems into a unified dataset.
- **Interactive Dashboards:** Revenue trends, regional performance, profit analysis, and top/bottom products.
- **Demand Forecasting:** Time-series analysis and predictive insights for seasonal planning.
- **Inventory Monitoring:** KPIs for stock levels, reorder alerts, and turnover ratios.
- **Executive KPI Dashboard:** Revenue, profit, growth metrics, and customer segmentation insights.

Expected Outcomes

Area	Improvement
Sales Visibility	Real-time performance tracking
Inventory Management	Reduced excess stock
Forecast Accuracy	Improved seasonal planning

Decision Speed	Faster executive reporting
Profitability	Optimized product mix