

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