Customer Journey Map – ToyCraft Tableau Project

This Customer Journey Map illustrates the experience of a data analyst or marketing decision-maker working on the 'ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data' project. It breaks down each stage from data collection to publishing insights using Tableau.

Stage	User Goal	Actions Taken	Opportunity	Pain Points	Solutions
Data Collection	Gather toy manufacturing data	Download dataset / receive sales file	Automate collection via standardized source	Raw data is messy, unstructured	Use MySQL to store and organize clean data
Data Storage	Store data in accessible database	Import into MySQL and verify table structure	Enable easy schema validation	Manual entry risk, inconsistent formats	Normalize data, enforce schema consistency
Data Extraction	Filter and query required information	Run SQL queries (e.g., group by state or product type)	Create reusable queries/views	Complex queries take time, may return irrelevant info	Use focused queries with filters, joins
Tableau Connect	Connect data source to visualization tool	Connect Tableau Desktop to MySQL	Simplify extract creation process	Live connection is unstable, not portable	Create extract and move to Tableau Public
Data Preparation	Clean and format the data for charts	Remove nulls, rename fields, adjust formats	Enable auto-cleaning steps	Difficult to identify unused columns	Use data interpreter & preview pane effectively
Visualization	Generate useful charts and graphs	Create bar, pie, line, stacked charts etc.	Apply best practices in chart design	Too many charts, cluttered view	Focus on key metrics, use visual storytelling
Dashboard Design	Combine key visuals into interactive view	Drag multiple sheets into one dashboard	Use templates or layout containers	Dashboard not responsive, missing filters	Use containers, legends, and interactive filters

Storytelling	Present insights as a visual narrative	Build scenes from sheets and dashboards	Use guided story templates	Hard to summarize with impact	Use powerful scene titles and brief captions
Public Sharing	Share results with team or managers	Publish to Tableau Public Server	Enable download + direct link	Links can break if data isn't extracted	Always extract and save as `.twbx` before upload
Review & Test	Ensure performance and usefulness	Filter test, calculate fields, stress test render speed	Automate test scenarios	Slow dashboards, missing calc logic	Optimize filters, limit heavy visuals, use summaries instea