

# **Toycraft Tales: Tableau's Vision Into Toy Manufacturer Data**

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## **1. Project Overview**

This project focuses on visualizing toy manufacturer data using Tableau. The objective is to derive actionable insights from production and sales datasets, helping decision-makers understand performance trends, product-wise metrics, and regional sales effectiveness.

## **2. Objectives**

- Visualize toy sales and manufacturing data using Tableau.
- Identify high-performing products and regions.
- Analyze profit margins and inventory metrics.
- Present key business insights through dashboards.

## **3. Tools & Technologies Used**

- Tableau (for data visualization)
- Python (for basic data cleaning)
- CSV dataset (simulated toy manufacturing data)

## **4. Dataset Overview**

The dataset contains information such as Toy ID, Toy Name, Category, Units Sold, Manufacturing Cost, Revenue, and Region. The data was used to generate visual dashboards in Tableau.

## 5. Features & Visualizations

- Bar charts to compare revenue across regions

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- Pie charts to show category-wise toy distribution
- Line charts for trend analysis (if time series is available)
- KPI dashboards summarizing key performance indicators

## 6. Project Outcome

Using Tableau, we created a detailed dashboard that highlights profitable products, regions with maximum sales, and trends in toy demand. This project improves understanding of manufacturing efficiency and customer preferences.

## 7. Conclusion

The project successfully demonstrates the use of Tableau in visualizing business data. It enhances analytical thinking, helps in data storytelling, and provides experience in working with real-world datasets for decision-

## 8. GitHub Link:

**<https://github.com/kyathi2/Toy-craft-theses.git>**