

## Project Design Phase

### Problem – Solution Fit Template

#### **Problem:**

**Toy manufacturers, retailers, and market analysts often struggle to:**

- Understand **product performance metrics** (like sales volume, category demand, and price effectiveness) across brands and toy lines.
- Identify **market demand gaps** across different regions and demographics.
- Compare **category popularity**, pricing, and seasonal sales trends to make strategic decisions.
- Lack a consolidated **visual overview** of toy sales, consumer behavior, and regional preferences in India and globally.

#### **Purpose:**

The **ToyCraft: Sales & Trend Analysis Project** addresses this by:

- **Visually analyzing industry datasets** from multiple sources using **Tableau dashboards**.
- Presenting **interactive visualizations** for top toy categories, seasonal sales trends, price comparisons, and demographic preferences.
- Helping users **identify high-performing products**, brands, and regional sales opportunities.
- Supporting **product teams, retailers, and strategists** in making data-driven decisions for manufacturing, inventory, and marketing strategies.

## Template:

1) USER SEGMENT (S)	2) CUSTOMER CONSTRAINTS	5) AVAILABLE SOLUTION
<ul style="list-style-type: none"> <li>Manufacturers and category managers</li> <li>Analysts and researchers</li> <li>MBA students looking to analyze product lines</li> </ul>	<ul style="list-style-type: none"> <li>Company-specific data scattered across retailer platforms</li> <li>Static Excel or PDF reports</li> <li>No centralized dashboard for comparison</li> </ul>	<ul style="list-style-type: none"> <li>Limited time or tools to analyze large datasets</li> <li>Lack of technical skills to interpret raw data</li> <li>Overwhelming Excelise/s or text-hevy insights</li> </ul>
1) JOB-TO-BE/PROBLE	3) TRIGGERS: BEFORE/AFTER	6) PROBLEM ROOT CAUSES
<ul style="list-style-type: none"> <li>Visualize toy categories to identify high-volume</li> <li>Find market gap aross region, demographic, ag</li> </ul>	<ul style="list-style-type: none"> <li>Confident in data-backed decisions</li> <li>Ability to spot seasonal opportunities</li> <li>Clear understanding of consumer trends</li> </ul>	<ul style="list-style-type: none"> <li>Toy sales data is scattered and silbed</li> <li>No unified or interactive tool for regional or category comparrison</li> </ul>
7) EMOTIONS: BEFORE/AFT	8) EMOTIONS: BEFORE/AFF	10) YOUR SOLUTION
Overwhelmed, uncertain  Empowered, strategic, data-inform	Before: Overwhelmed, uncertain  Aftor: Empowered, strategic data-informed	An interactive Tableau tool dashboard that: <ul style="list-style-type: none"> <li>Visualize top toy categories by region, region, and demographic</li> <li>Saves time, builds confidence</li> </ul>