

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