

Ideation Phase Define the Problem Statements

Customer Problem Statement Template:

This project helps toy manufacturers and analysts explore data related to toy sales, production trends, and consumer behavior. Using Tableau, the project visualizes insights from historical and demographic data to guide strategic business decisions and respond better to market demands..



Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement(PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A toy manufacturer or marketing strategist interested in toy sales and product performance trends.	Understand toy pricing, seasonal trends, regional performance, and brand popularity.	Toy sales data is scattered across sources and lacks consistency.	Toy market data is spread across spreadsheets, reports, blogs, and retailer dashboards, making it difficult to view in one clear visual.	Confused, uncertain, and hesitant about making informed product or inventory decisions.

PS-2	A business student or analyst studying toy industry trends and consumer behavior.	Analyze market share and consumer preferences across toy categories.	Toy industry data is not presented in an interactive or easy-to-compare format.	There are no regional or demographic-specific insights available in a visual dashboard format.	Toy data offers limited insights, making it difficult to draw conclusions from raw data.
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