

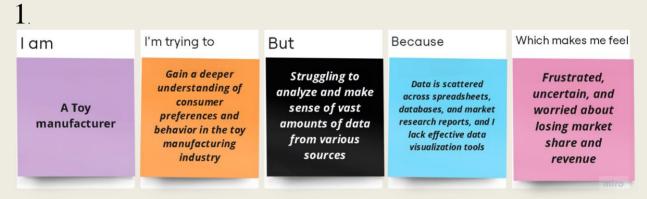


## 1) Project Initialization and Planning Phase

Date	15 march 2025
Team ID	LTVIP2025TMID26722
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	3 Marks

## 1.Problem statement 1

As a toy manufacturer seeking to enhance market competitiveness and customer satisfaction, I'm trying to gain a deeper understanding of consumer preferences and behavior in the toy manufacturing industry. However, I'm struggling to analyze and make sense of the vast amounts of data available, including sales trends, customer demographics, and market research. This is because the data is scattered across various sources, including spreadsheets, databases, and market research reports, making it difficult to integrate and analyze. Furthermore, the lack of effective data visualization tools and techniques hinders my ability to identify patterns, trends, and correlations within the data. As a result, I'm unable to develop targeted marketing strategies, optimize product development, and improve customer engagement, which makes me feel frustrated, uncertain, and worried about losing market share and revenue. Ultimately, I need a comprehensive data analysis and visualization solution that can help me unlock insights from the data, make informed business decisions, and drive growth and innovation in the toy manufacturing industry."



## 2.Problem statement 2

As a toy manufacturer, I'm struggling to create products that resonate with our target audience, resulting in stagnant sales and revenue growth. Despite conducting market research and gathering customer feedback, I'm finding it challenging to translate this data into actionable insights that inform product development and marketing strategies. The lack of a unified data platform and effective analytics capabilities is hindering my ability to make data-driven decisions, which is frustrating and impacting our competitiveness in the market. Ultimately, I need a robust data analytics solution that can help me integrate.





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Which makes me feel I'm trying to Because lam But **Create products** Lack of a unified Struggling to Frustrated and that resonate translate market data platform concerned with our target A Toy research and and effective about losing audience and customer feedback manufacturer analytics competitiveness into actionable drive sales insights capabilities in the market growth

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Toy manufacturer	Gain deeper understanding of consumer preferences	Strugglin g to analyse and make sense of vast amount of data	Data is scattered across various sources and lack data visualization tools	Frustated, uncertain and worried
PS-2	A Toy manufacturer	: Create products that resonate with our target audience and drive sales growth	Strugglin g to translate market research and customer feedback into actionabl e insights	Lack of a unified data platform and effective analytics capabilities	Frustated, uncertain and worried