

Project Initialization and Planning Phase

<i>Date</i>	<i>16 March 2025</i>
<i>Team ID</i>	<i>LTVIP2025TMID26722</i>
<i>Project Title</i>	<i>Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data</i>
<i>Maximum Marks</i>	<i>3 Marks</i>

Project Proposal (Proposed Solution)

<i>Project Overview</i>	
<i>Objective</i>	<i>Enhance market competitiveness and customer satisfaction for a toy manufacturer by gaining deeper insights into consumer preferences and behavior.</i>
<i>Scope</i>	<i>Develop a comprehensive data analytics and visualization solution using Tableau to integrate disparate data sources, uncover hidden patterns, and drive innovation in product development and marketing strategies.</i>
<i>Problem Statement</i>	
<i>Description</i>	<i>The toy manufacturer is struggling to analyze and make sense of vast amounts of data from various sources, including sales trends, customer demographics, and market research.</i>
<i>Impact</i>	<i>Solving this problem will enable the toy manufacturer to make data-driven decisions, drive business growth, and improve customer satisfaction.</i>
<i>Proposed Solution</i>	
<i>Approach</i>	<i>Approach: Develop a data analytics and visualization solution using Tableau to integrate disparate data sources, apply data visualization techniques, and uncover hidden patterns and trends.</i>
<i>Key Features</i>	<ul style="list-style-type: none"> <i>- Data integration and warehousing</i> <i>- Data visualization and dashboard creation</i> <i>- Predictive analytics and modeling</i>

	- Real-time data monitoring and alerts
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Resource Requirements

Resource Type	Description	Specification/Allocation
Hardware		
Computing Resources	2 x NVIDIA V100 GPUs	2 GPUs for data processing and visualization
Memory	16 GB RAM	16 GB RAM for data storage and processing
Storage	2 TB SSD	2 TB SSD for data storage and retrieval
Software		
Frameworks	Tableau, Python	Tableau for data visualization, Python for data processing and modeling
Libraries	Scikit-learn, pandas, Numpy	Scikit learn for machine learning, pandas for data manipulation, numpy for numerical computing
Development Environment	Jupyter Notebook, Git	Jupyter Notebook for data exploration and visualization, Git for version control
Data		
Data	Sales data, customer demographics	Sales data for trend analysis, customer demographics for segmentation, market research reports for industry insights