Story

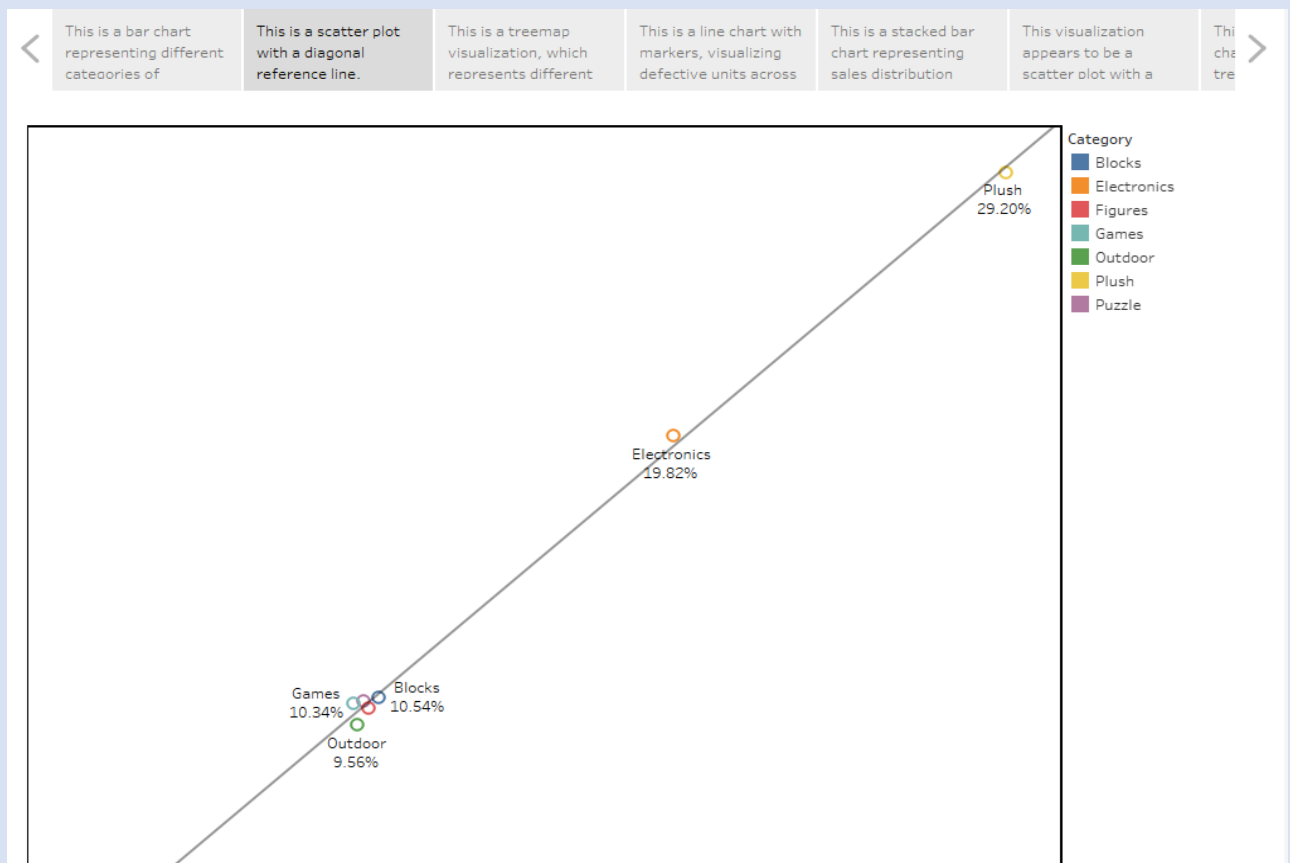| Date	21 March 2025
Team ID	LTVIP2025TMID26722
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	5 Marks
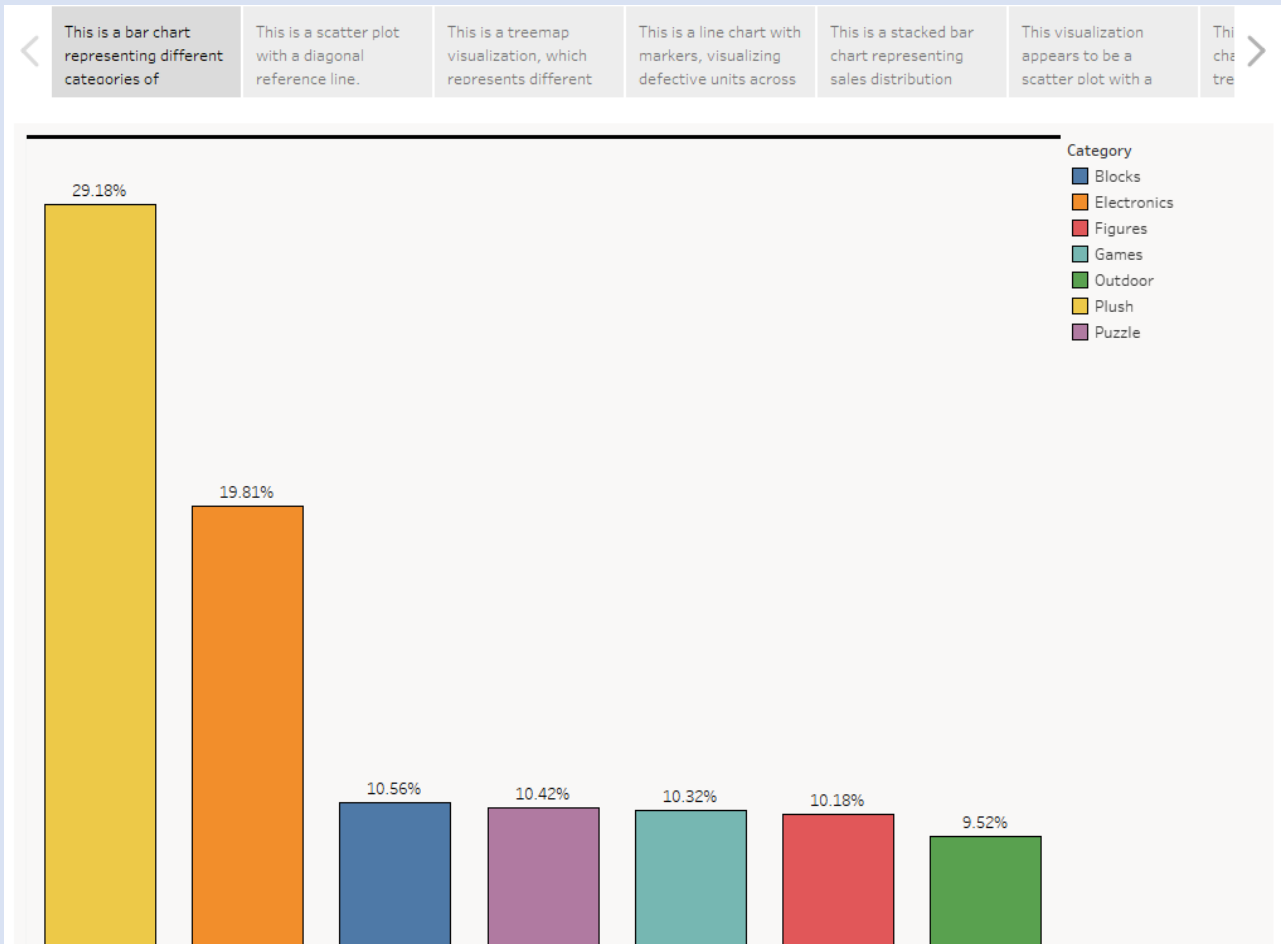
Observations from the Visualization:

Top Category: "Blocks" has the highest percentage (29.18%), making it the most dominant category.

Second Most Popular: "Electronics" follows with 19.81%, showing significant engagement but much lower than Blocks.

Balanced Distribution in Other Categories: The remaining categories (Blocks, Plush, Figures, Games, Outdoor, and Puzzle) are fairly close in percentage, ranging between 9.52% and 10.56%.

Gap between Top & Others: The difference between Blocks and the next category (Electronics) is significant, suggesting a strong preference for Blocks over other types.

Potential Business Insights: If this represents toy sales or popularity, focusing on Blocks and Electronics while finding ways to boost other categories could be a key strategy.

This is a bar chart representing different categories of

This is a scatter plot with a diagonal reference line.

This is a treemap visualization, which represents different

This is a line chart with markers, visualizing defective units across

This is a stacked bar chart representing sales distribution

This visualization appears to be a scatter plot with a

Thi cha tre

Category
- Blocks
- Electronics
- Figures
- Games
- Outdoor
- Plush
- Puzzle

Plush 29.20%

Electronics 19.82%

Games 10.34%

Blocks 10.54%

Outdoor 9.56%

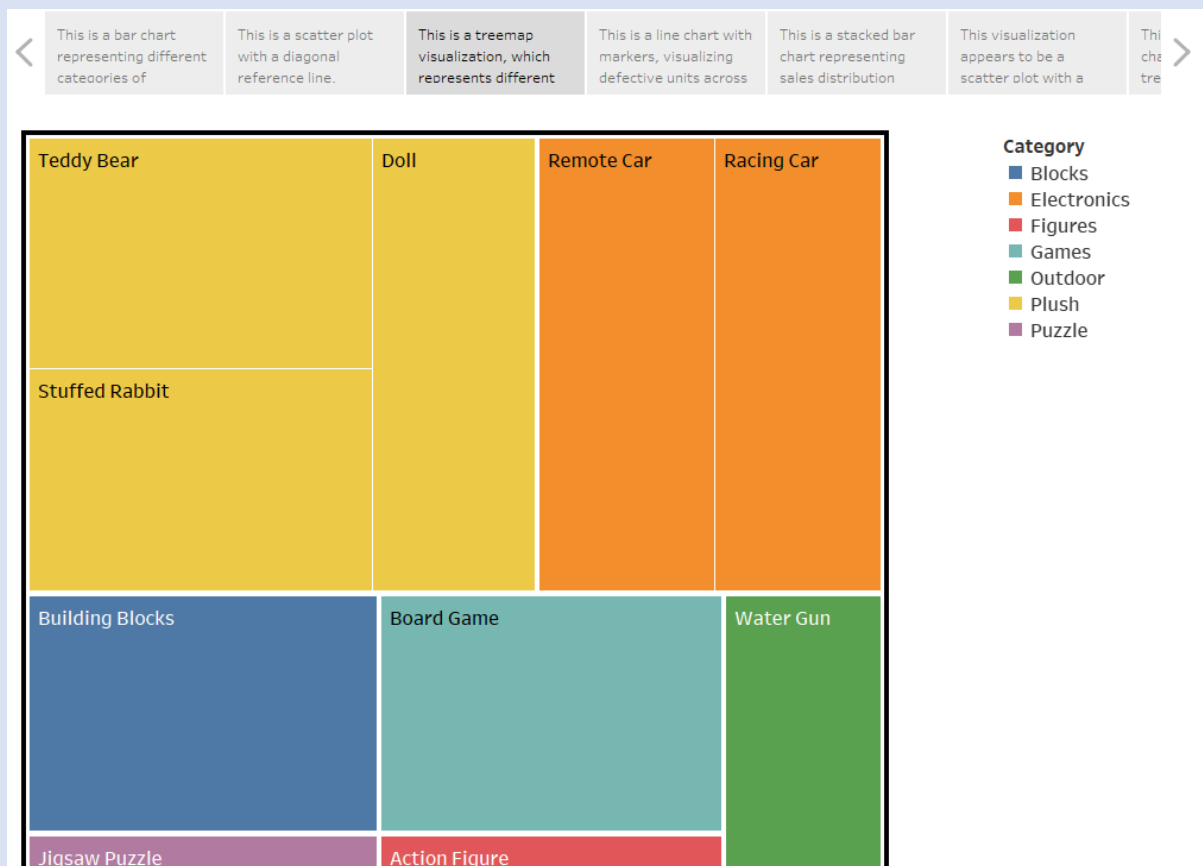## Observations from the Scatter Plot Visualization:

Plush Category Leads: Plush has the highest percentage (29.20%), indicating strong popularity.

Electronics Follows: Electronics is the second-largest category at 19.82%, suggesting it plays a significant role.

Cluster of Smaller Categories: Blocks, Games, and Outdoor are close to each other, with percentages around 10.34%–10.56%.

Two Distinct Groups: Plush and Electronics stand out, while the other categories remain in a lower, similar range.

Comparison to Previous Chart: Unlike the previous bar chart, where Blocks was dominant, here Plush takes the lead, indicating that different visualizations may reveal different perspectives or trends.

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Treemap labels: Teddy Bear, Doll, Remote Car, Racing Car, Stuffed Rabbit, Building Blocks, Board Game, Water Gun, Jigsaw Puzzle, Action Figure

Category Distribution:

The Plush category (yellow) occupies a significant portion of the visualization, indicating a high presence of toys like teddy bears, stuffed rabbits, and dolls.

Electronics (orange) also holds a considerable space with remote and racing cars.

Other categories such as Blocks (blue), Games (teal), and Outdoor (green) have relatively smaller sections.

Size Representation:

The larger blocks, such as Teddy Bear, Doll, and Remote Car, suggest these items have either higher sales, popularity, or inventory.

Smaller blocks like Water Gun and Board Game indicate lower values in comparison.
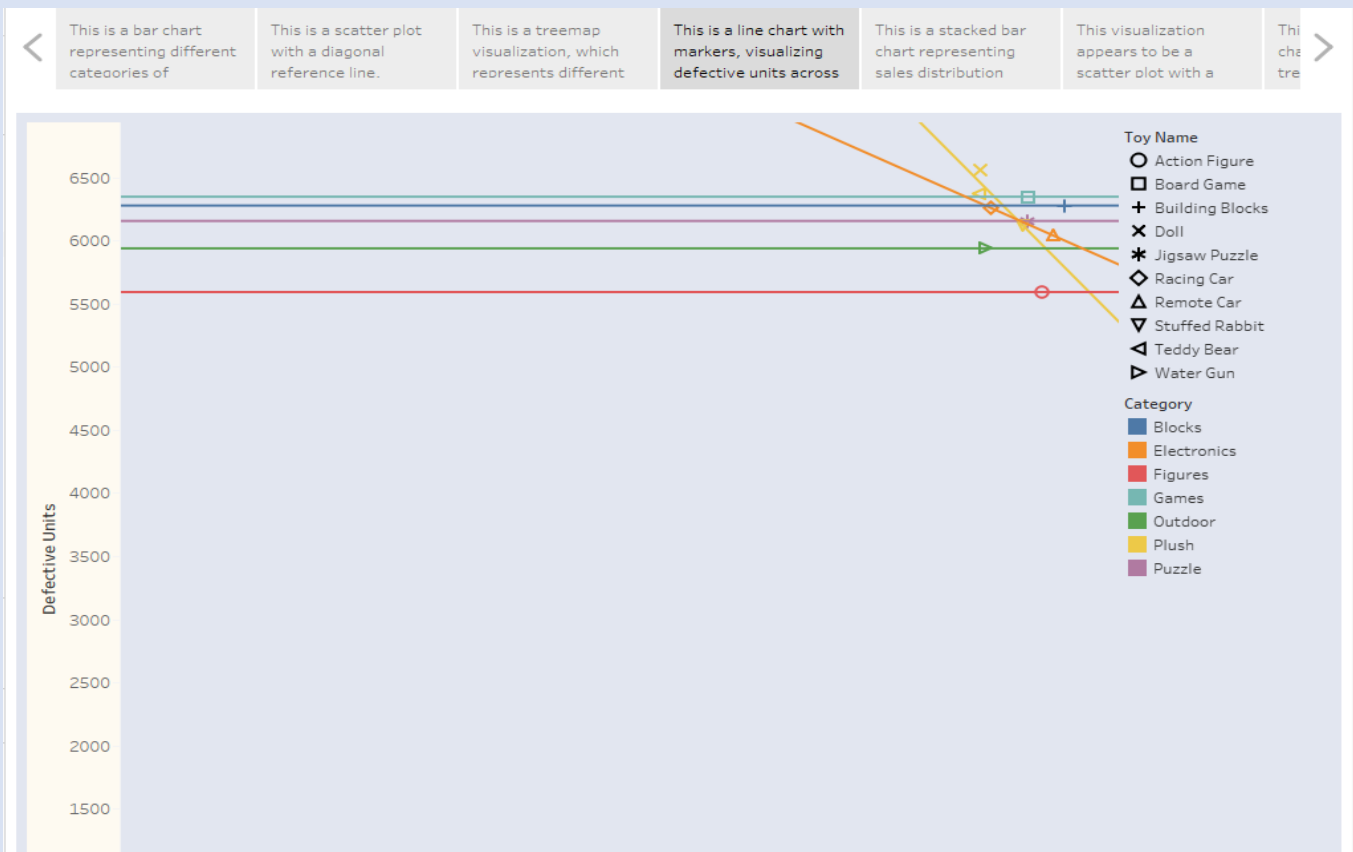
Category Insights:

Plush toys seem to dominate, possibly due to their appeal across different age groups.

Electronic toys like remote cars might be high in demand, given their substantial representation.

Board games and building blocks are present but appear to be less significant in comparison.

Potential Business Decisions:

If the data represents sales, plush toys are a leading segment, and investing more in this category might be beneficial.If it's about inventory, electronic toys have a notable presence, indicating either good sales or high stock availability.

Defective Units (y-axis: 1500 – 6500)

Toy Name
- ◯ Action Figure
- ☐ Board Game
- ＋ Building Blocks
- ✕ Doll
- ✳ Jigsaw Puzzle
- ◇ Racing Car
- △ Remote Car
- ▽ Stuffed Rabbit
- ◁ Teddy Bear
- ▷ Water Gun

Category
- ▮ Blocks
- ▮ Electronics
- ▮ Figures
- ▮ Games
- ▮ Outdoor
- ▮ Plush
- ▮ Puzzle

High Defective Units across Categories:

Several categories have consistently high defective units, ranging between 5500 and 6500 units.Categories such as Blocks, Electronics, and Figures seem to have a higher defect count.
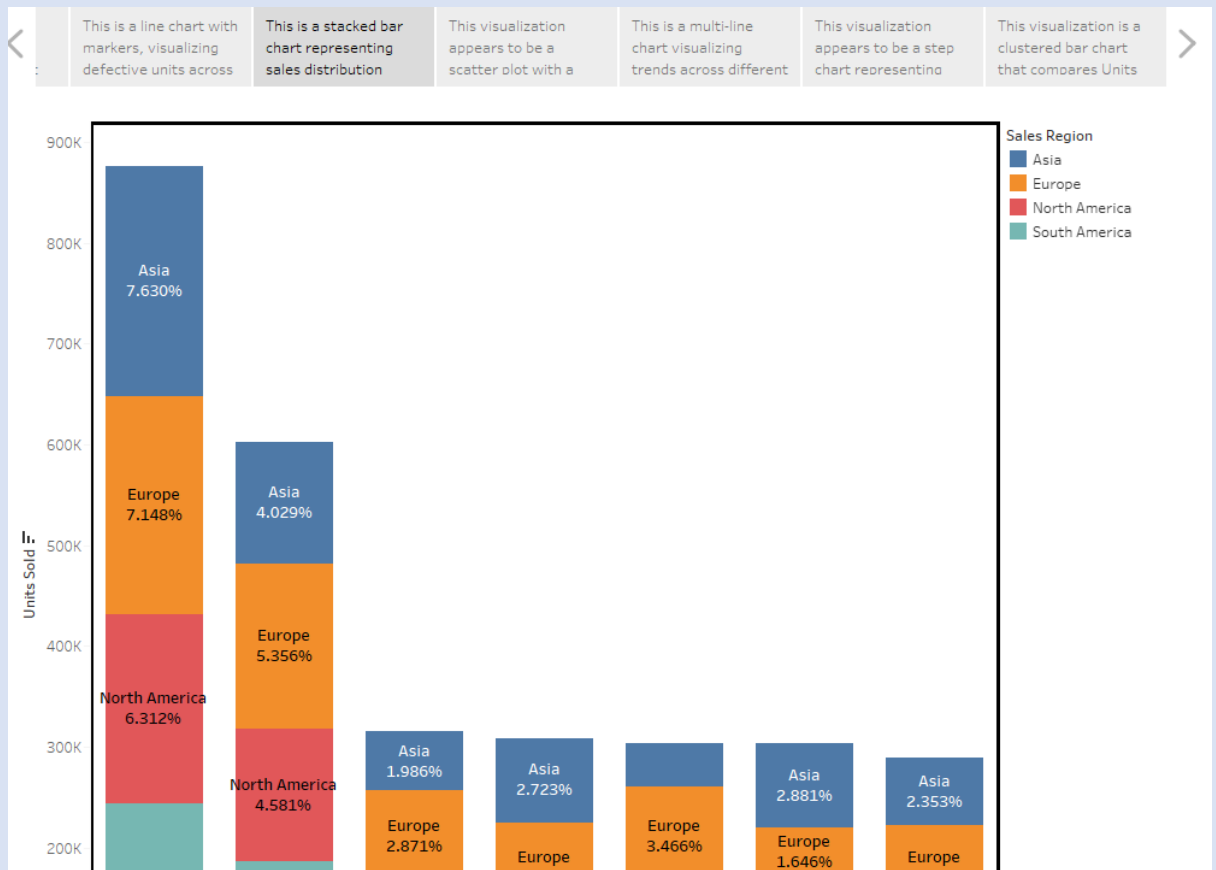
Category-wise Trends:

Plush and Outdoor categories (represented in yellow and green) show a declining trend in defective units.

Blocks, Electronics, and Figures categories (blue, red, and pink) maintain a relatively constant defect count.

Toy-Specific Observations:

The Remote Car and Racing Car (Electronics) appear to have significant defects.

Toys from the Plush and Outdoor categories show a downward trend, indicating improved quality control.

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Sales Region
- Asia
- Europe
- North America
- South America

Asia has the Highest Sales Contribution:

In most categories, Asia contributes the highest percentage, particularly in the first and second bars where it holds 7.630% and 4.029% respectively.

This indicates a strong market presence in Asia.

**Europe and North America Follow Asia in Sales:**

Europe also contributes significantly, with percentages ranging from 7.148% to around 5.356% in different bars.

North America contributes lower than Europe, with sales percentages between 6.312% and 4.581%.

Sales are Highly Concentrated in the First Two Categories:

The first two bars show substantially higher sales volume compared to the rest.

Other categories have significantly lower sales contributions (below 3% each), particularly in Asia.
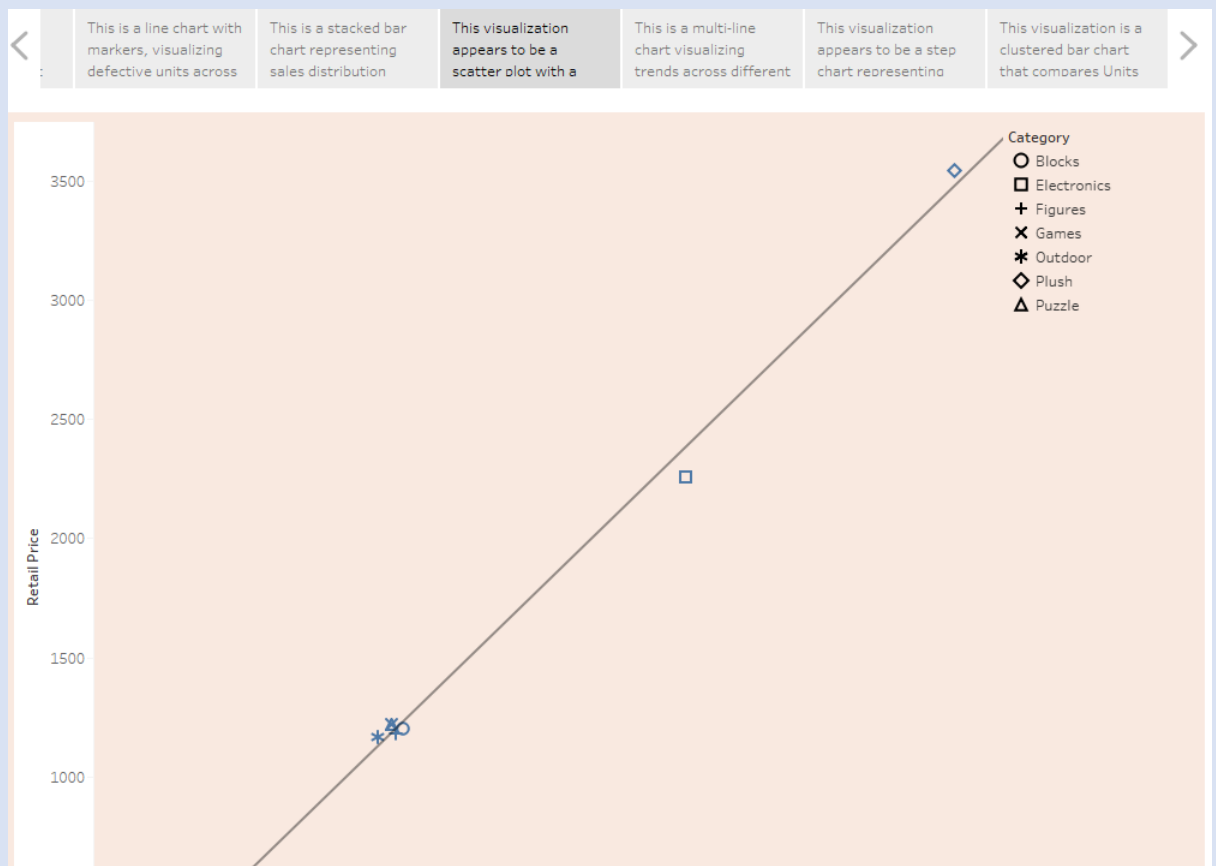
Strong Linear Relationship:

The data points closely follow a diagonal trend line, indicating a strong positive correlation between the two variables plotted.

This suggests that as one variable increases, the retail price also increases proportionally.

Categorization of Products:

Different toy categories such as Blocks, Electronics, Figures, Games, Outdoor, Plush, and Puzzle are represented by different symbols.

Electronics (square symbol) appears to have a higher retail price compared to other categories.

Clusters of Data Points: Most data points seem concentrated around the lower-to-mid price range (below 2000 units).

Only a few products have a higher retail price exceeding 3000 units.
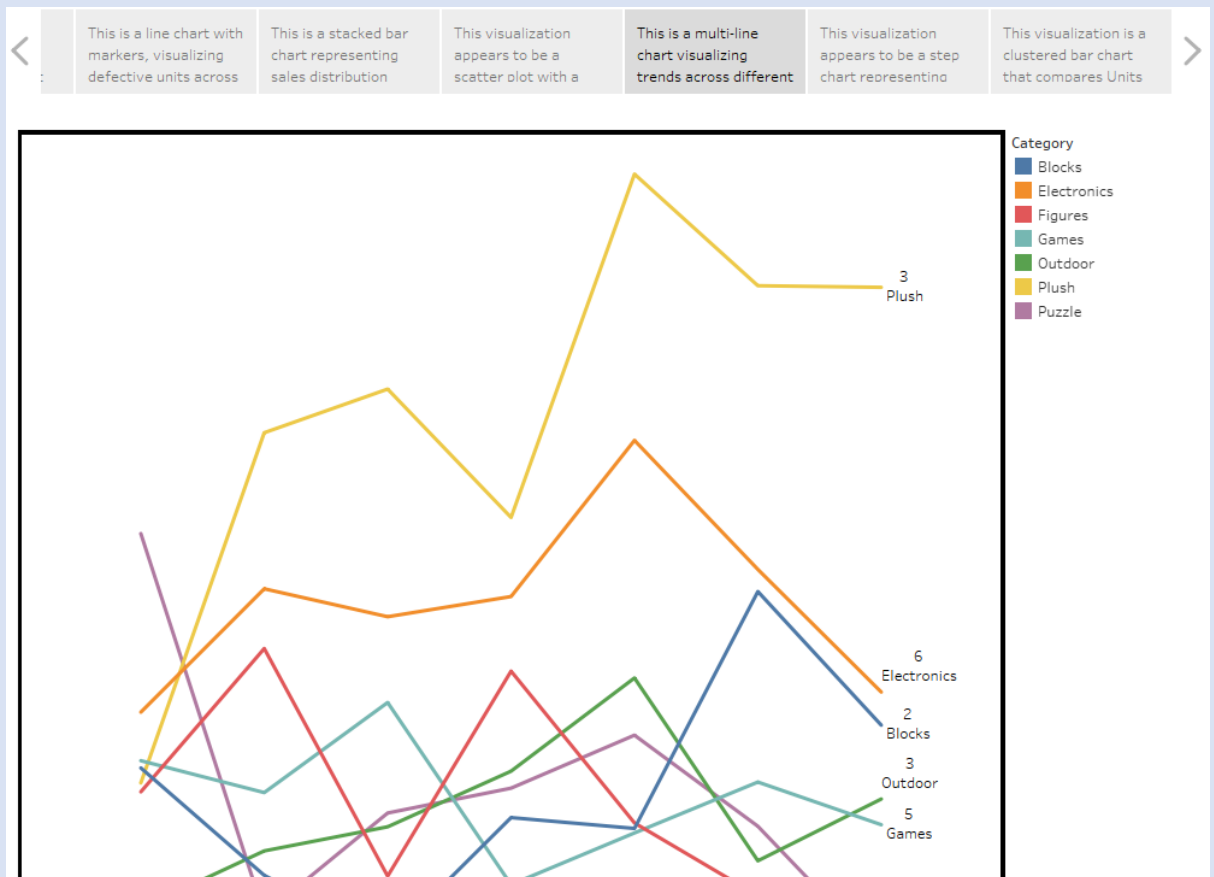
Plush and Electronics Show Strong Trends:

The Plush category (yellow line) shows the highest fluctuations, with a significant peak before stabilizing.

Electronics (orange line) also follows an upward trend before declining.

**High Variability across Categories:**

The different toy categories exhibit fluctuations in their trends, suggesting variation in demand or defect rates over time.

Some categories, like Plush and Electronics, show distinct patterns, while others (Blocks, Games, figures) appear more volatile.

Puzzle and Figures Show Intermittent Peaks:

The Puzzle category (purple line) initially rises sharply but then declines, showing an inconsistent trend.

Figures (red line) also have an erratic trend, with multiple rises and falls.

Total Revenue

1,59,49,348   1,97,11,924

27.822%

26.110%

23.557%

22.511%
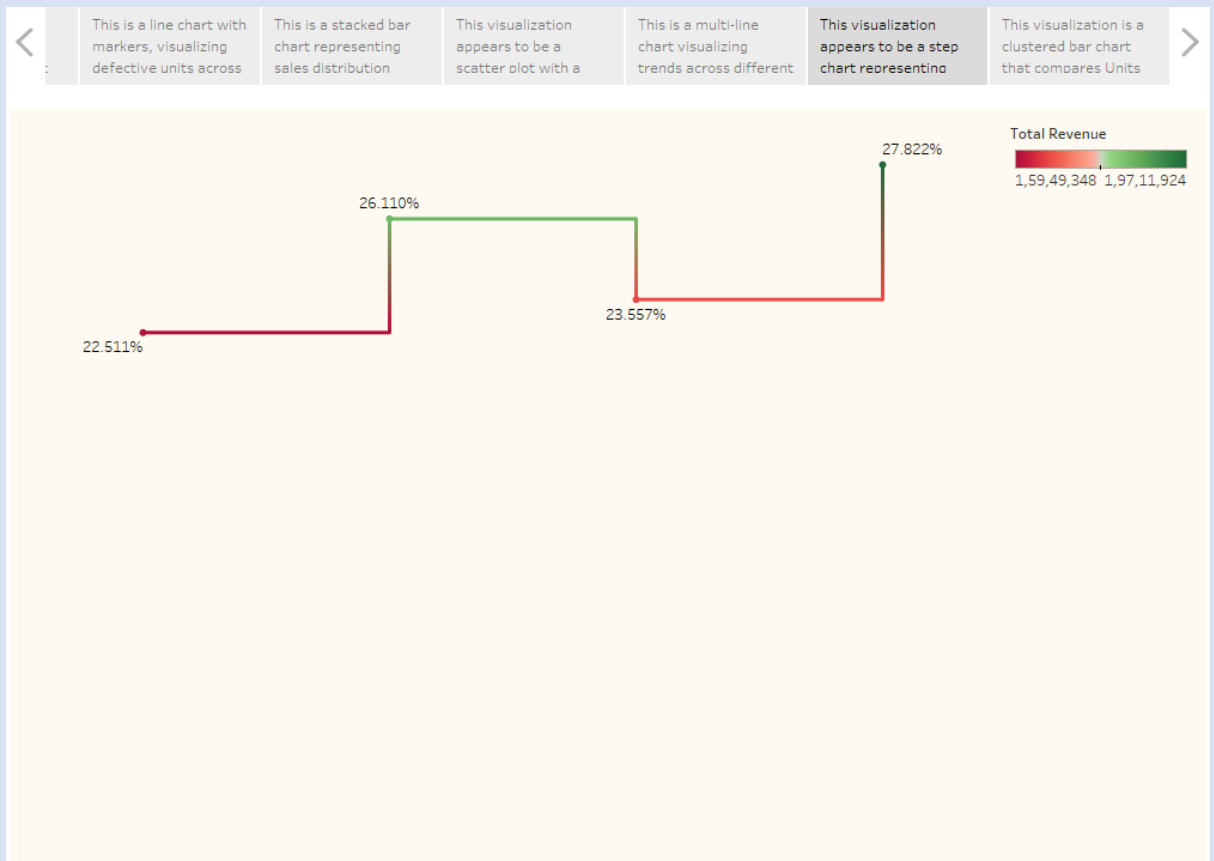
Fluctuating Revenue Growth:

The chart shows a stepwise progression of total revenue, indicating periodic increases and decreases in revenue growth over time.

There are points of both upward and downward trends, suggesting variations in sales performance.

Percentage Variations in Growth:

The revenue starts at 22.511%, then jumps to 26.110%, followed by a dip to 23.557%, and finally rises to 27.822%.

These changes indicate inconsistent revenue growth, possibly due to seasonality, promotions, or market fluctuations.

Color Gradient Representation:

The red segments represent lower revenue values, while green segments represent higher revenue values.

This suggests that revenue performance improves at certain intervals but also experiences dips.

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Production is higher than Sales Across All Categories:

The red bars (Units Produced) are consistently taller than the green bars (Units Sold) for every product category.

This indicates an overproduction issue, leading to unsold inventory.

Biggest Production-Sales Gap:

Electronics and Outdoor categories show a significant gap between production and sales.

This may indicate lower demand or pricing issues in these segments.

Blocks & Puzzle Have the Smallest Gap:

The Blocks and Puzzle categories have better sales performance relative to production.

Their green bars are closer to red, meaning they are more efficiently produced and sold.