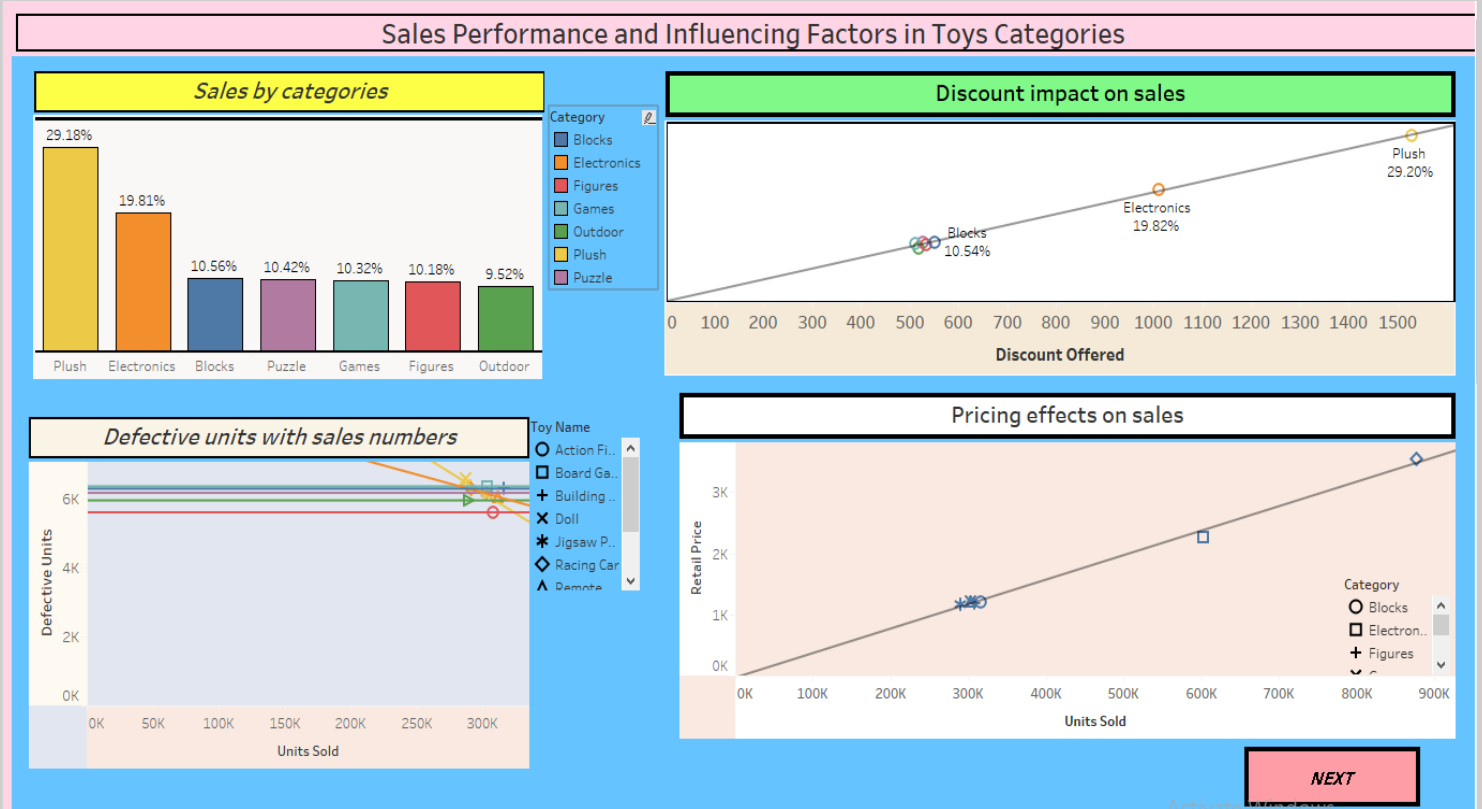


## Dashboard Design

Date	20 March 2025
Team ID	LTVIP2025TMID26722
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	5 Marks



### Highlights:

#### Sales by Categories:

Plush toys have the highest sales share (29.18%), followed by Electronics (19.81%).

Blocks, Puzzle, Games, Figures, and Outdoor categories have sales shares between 9% and 11%.

#### Discount Impact on Sales:

Higher discounts tend to increase sales, as seen with Plush (29.20%) and Electronics (19.82%).

Blocks (10.54%) show a lower sales impact despite discounts.

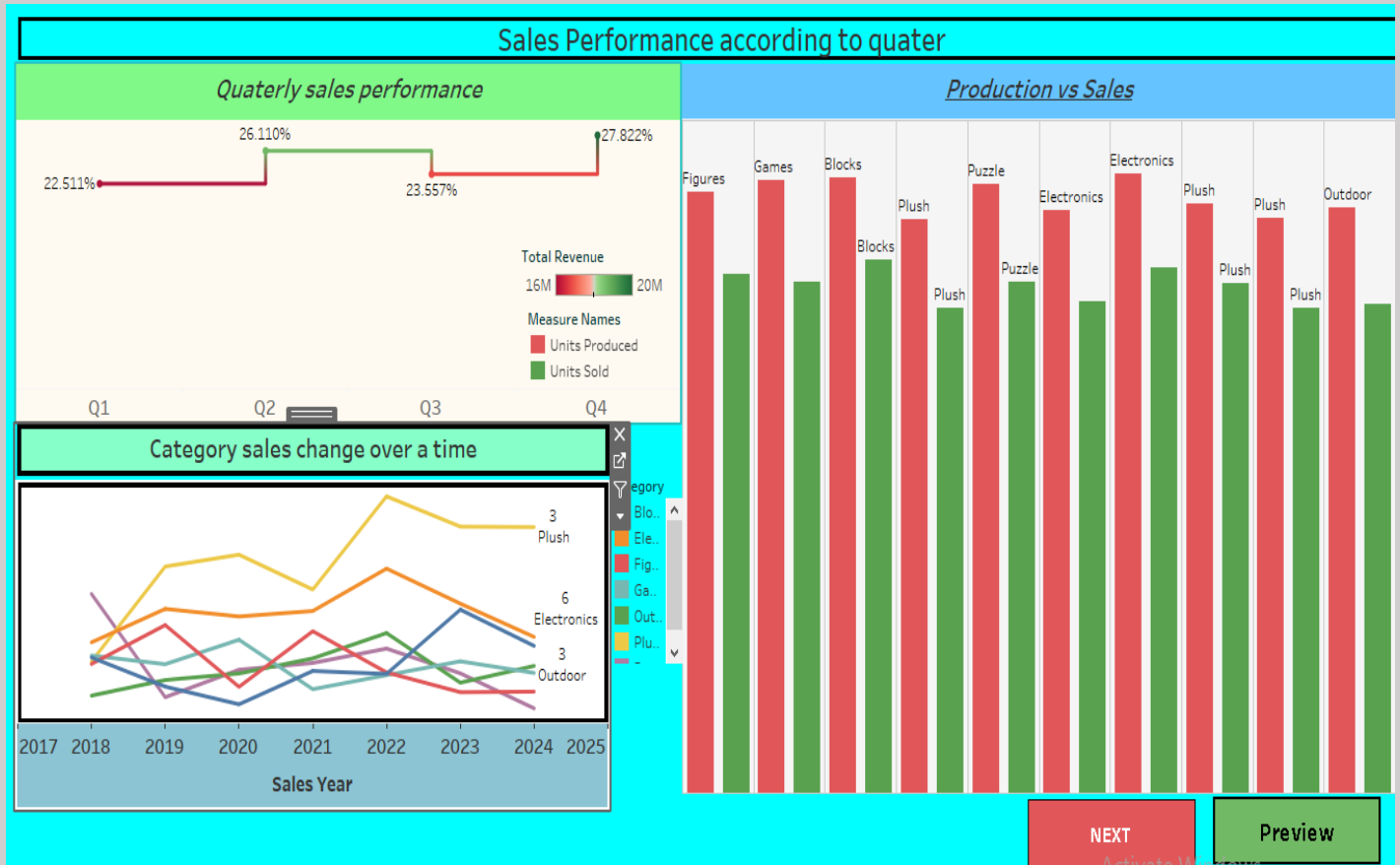
#### Defective Units vs. Sales Numbers:

Even with higher sales volumes, defective units remain within a limited range (~6K or below).

No significant correlation between units sold and defect count is evident.

### Pricing Effects on Sales:

A positive correlation between retail price and units sold, indicating demand remains strong even



at higher prices.

### Highlights:

#### Quarterly Sales Performance:

#### Sales performance fluctuates across quarters:

Q1: 22.51%

Q2: 26.11% (highest growth)

Q3: 23.55%

Q4: 27.82% (strong finish for the year)

Overall revenue is between 16M and 20M.

Production vs. Sales Comparison:

In all categories, production is higher than sales, indicating possible surplus inventory.

Categories like Plush, Electronics, and Puzzle show the largest gaps between production and sales.

Category Sales Trend Over Time (2017-2025):

Plush category had peak sales around 2022, but sales have declined afterward.

Electronics sales show a more stable but declining trend.

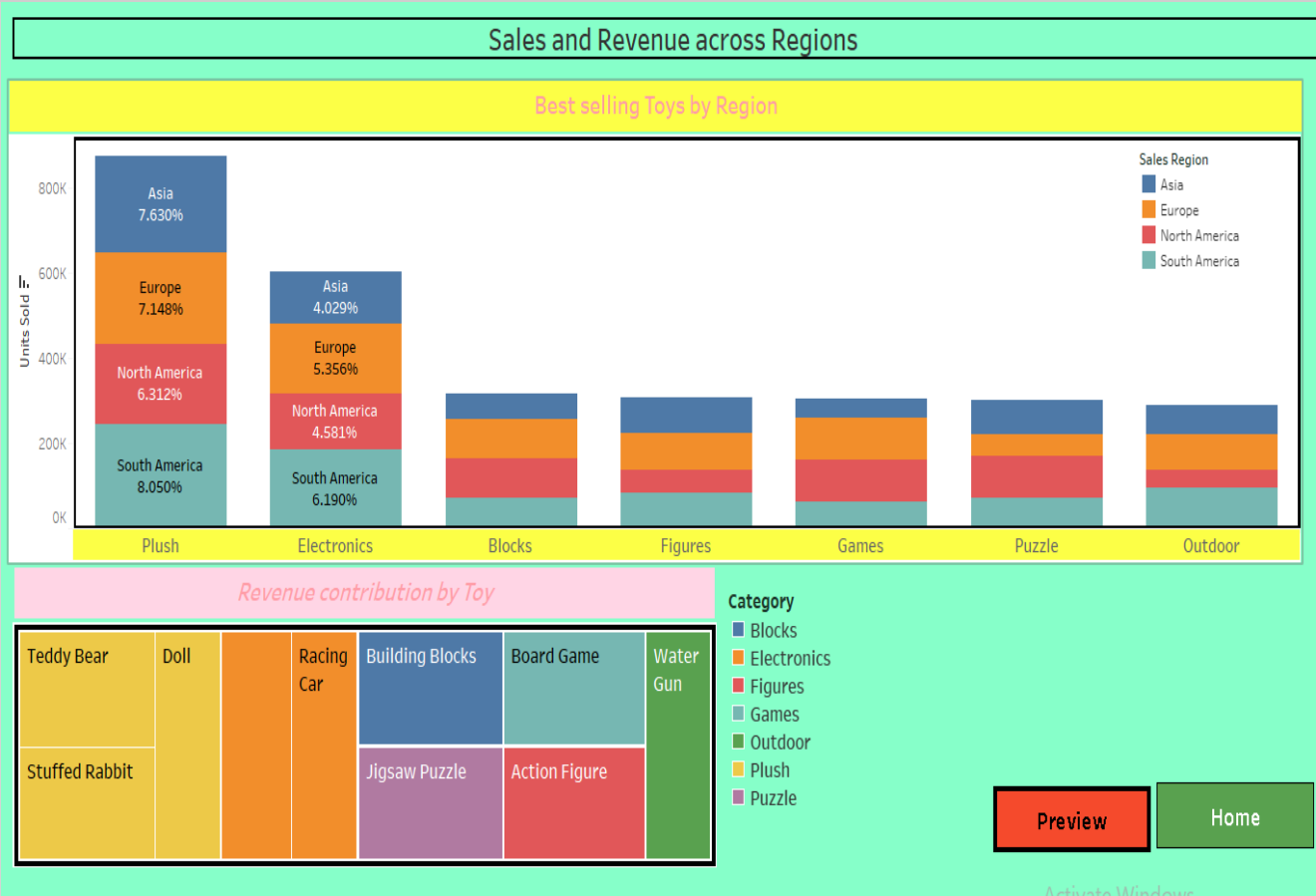
Outdoor category sales remain consistently lower compared to other categories.

Overall Conclusion:

Sales are improving towards the end of the year, with Q4 being the strongest.

Overproduction is a concern, especially for Plush and Electronics categories.

Plush toys had a strong peak in 2022 but are now on a decline.



1. Sales and Revenue Across Regions:

The Plush toy category has the highest sales, with all regions contributing significantly.

Asia leads in sales across categories, especially in Plush (7.63%) and Electronics (4.03%).

South America has the highest percentage sales in Plush (8.05%).

Other categories like Blocks, Figures, Games, Puzzle, and Outdoor have lower but consistent sales across regions.

## **2. Best Selling Toys by Region:**

Plush and Electronics are the dominant categories in terms of sales volume.

Europe and North America also contribute significantly, but their sales percentages are slightly lower than Asia.

## **3. Revenue Contribution by Toy:**

The Teddy Bear and Stuffed Rabbit (Plush category) contribute significantly to revenue.

Dolls and Racing Cars (Electronics) also have a strong revenue share.

Building Blocks and Board Games (Blocks and Games categories) contribute moderately.

Jigsaw Puzzles and Action Figures (Puzzle and Figures categories) have notable revenue contributions.

Water Guns (Outdoor category) are among the revenue contributors, though smaller.