# Business Question and Visualization Report
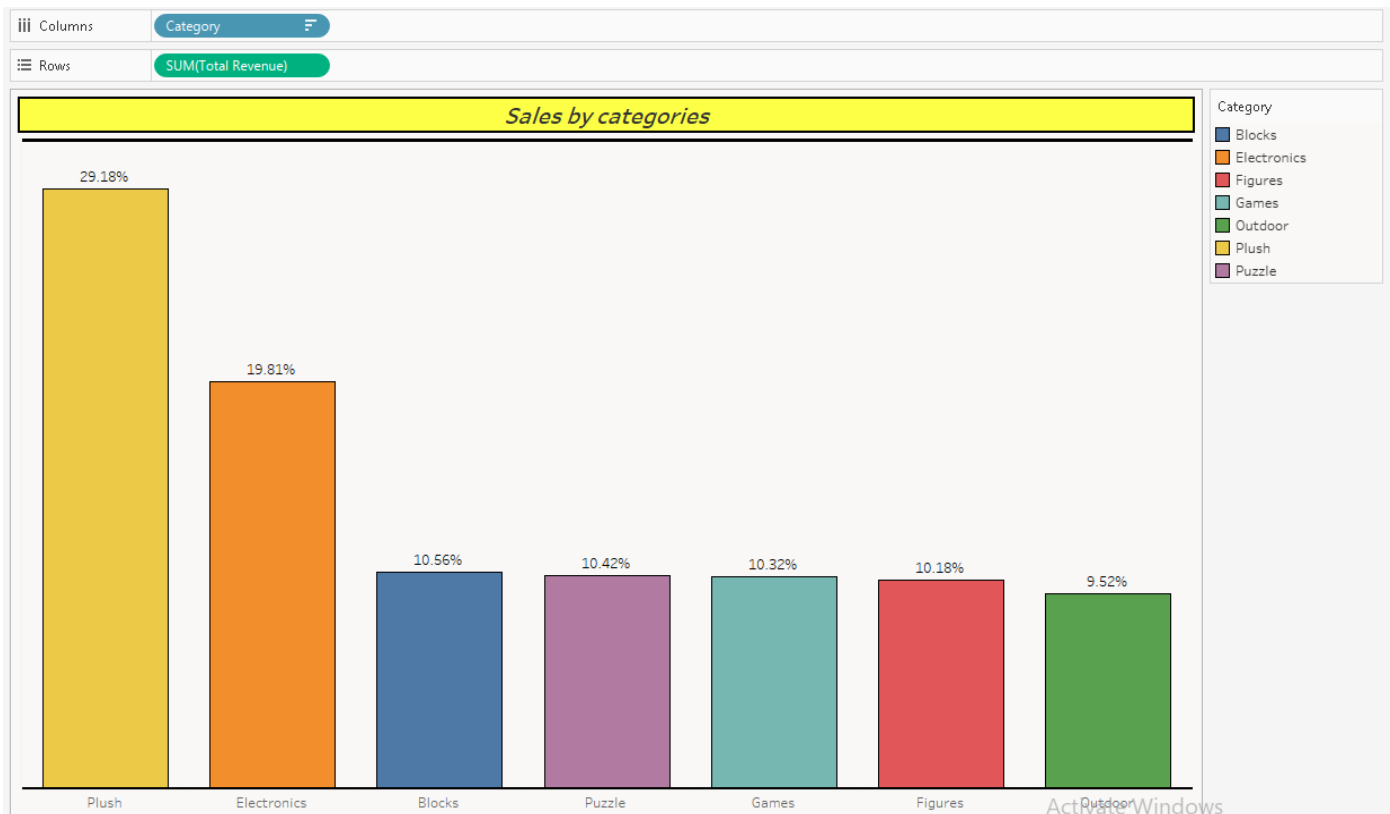
| Date | 17 March 2025 |
|---|---|
| Team ID | LTVIP2025TMID26722 |
| Project Name | Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data |
| Maximum Marks | 5 Marks |

Visualization development refers to the process of creating graphical representations of data to facilitate understanding, analysis, and decision-making. The goal is to transform complex datasets into visual formats that are easy to interpret, enabling users to gain insights and make informed decisions. Visualization development involves selecting appropriate visual elements, designing layouts, and using interactive features to enhance the user experience. This process is commonly associated with data visualization tools and platforms, and it plays a crucial role in business intelligence, analytics, and reporting
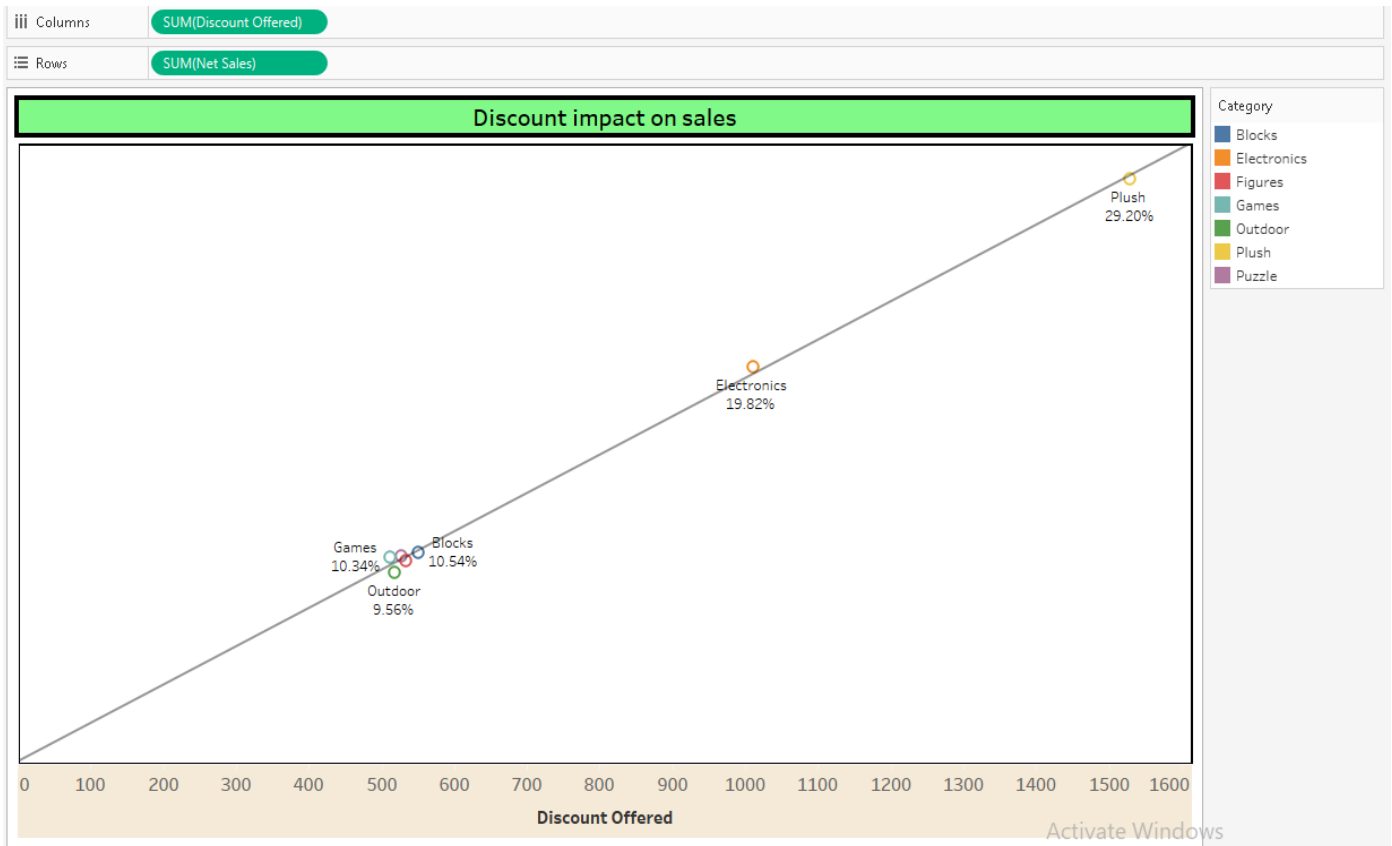
## Business Questions and Visualisation

The process involves defining specific business questions to guide the creation of meaningful and actionable visualizations in Tableau. Well-framed questions help in identifying key metrics, selecting relevant data, and building visualisation that provide insights.
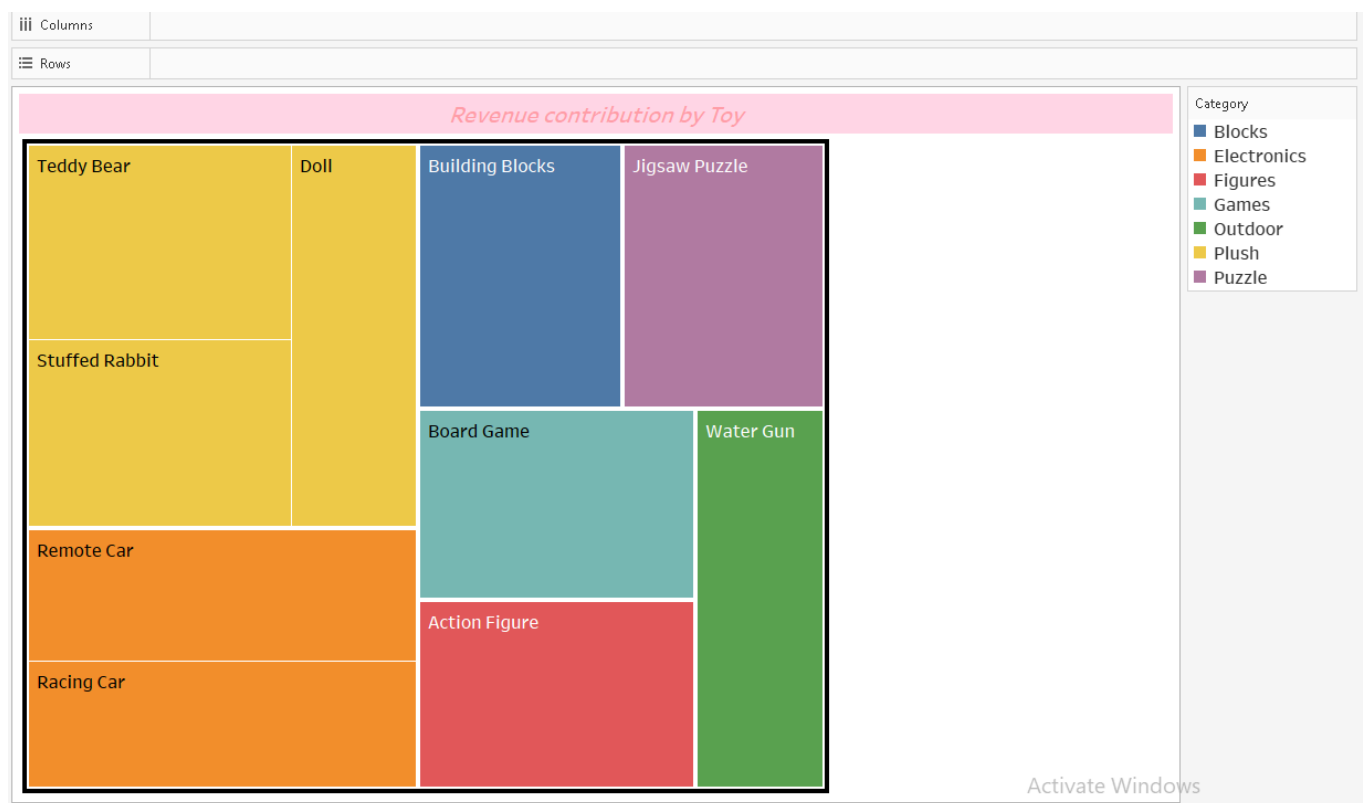
**1. Which product category contributes the most to total revenue, and how can we optimize sales across lower-performing categories?**
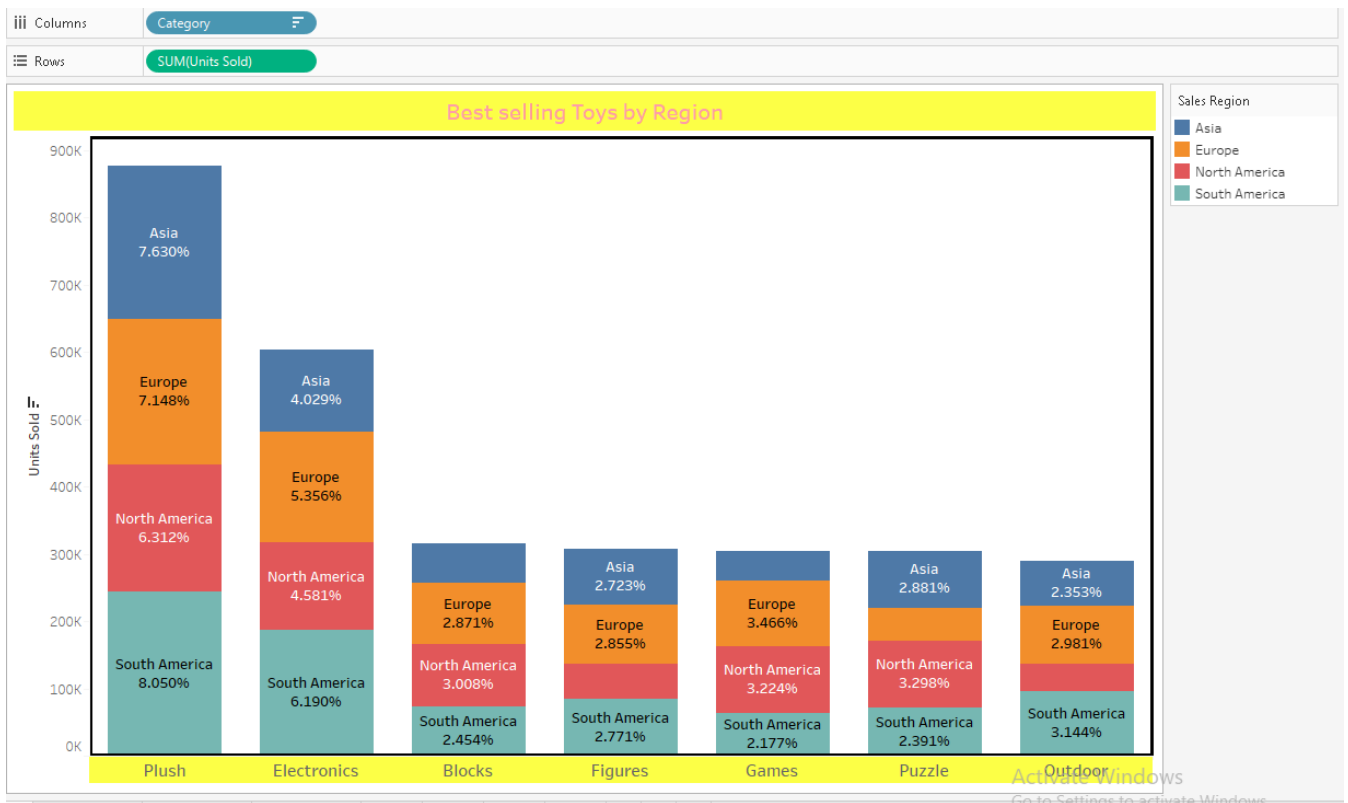
## 2.How does the discount offered impact net sales across different product categories?
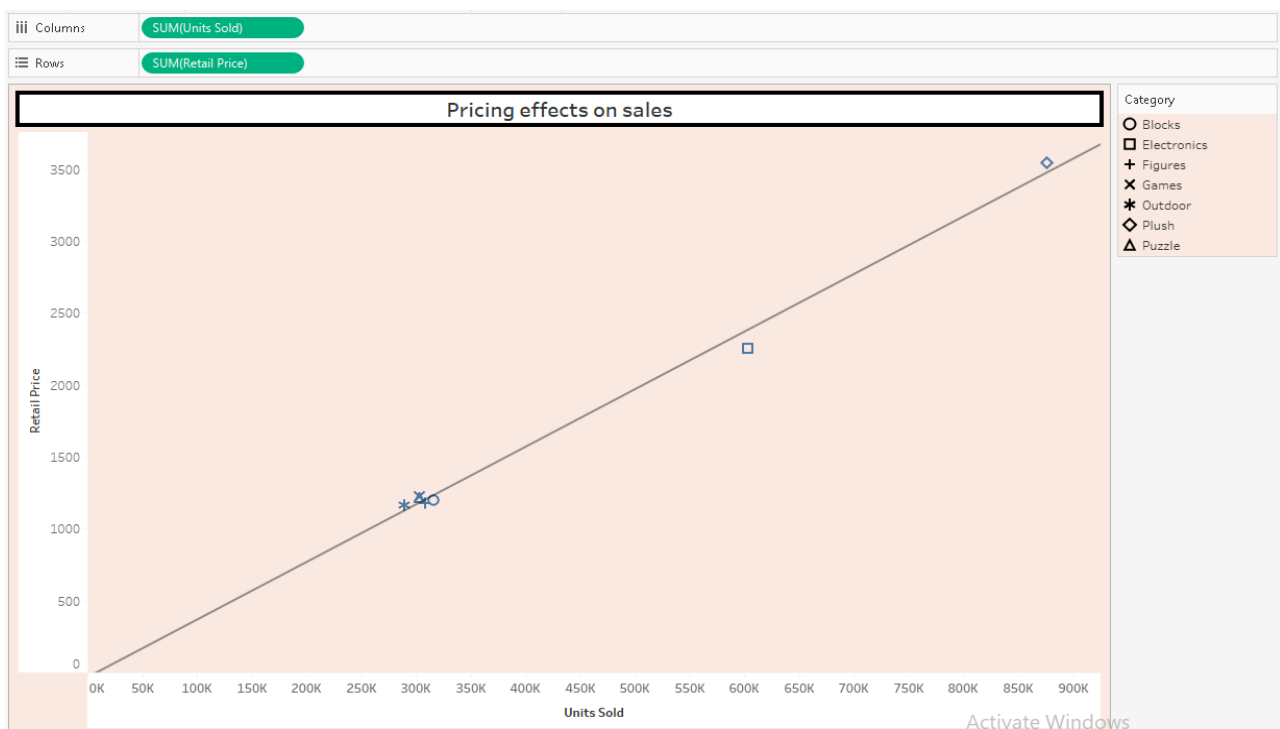
| Columns | SUM(Discount Offered) |
| --- | --- |
| Rows | SUM(Net Sales) |

**Discount impact on sales**

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

Plush
29.20%

Electronics
19.82%

Games
10.34%

Blocks
10.54%

Outdoor
9.56%

0   100   200   300   400   500   600   700   800   900   1000   1100   1200   1300   1400   1500   1600

**Discount Offered**

## 3.Which toy contributes the most to total revenue, and how can we boost sales for lower-performing toys?

| Columns | |
| --- | --- |
| Rows | |

*Revenue contribution by Toy*

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

Teddy Bear

Doll

Building Blocks

Jigsaw Puzzle

Stuffed Rabbit

Board Game

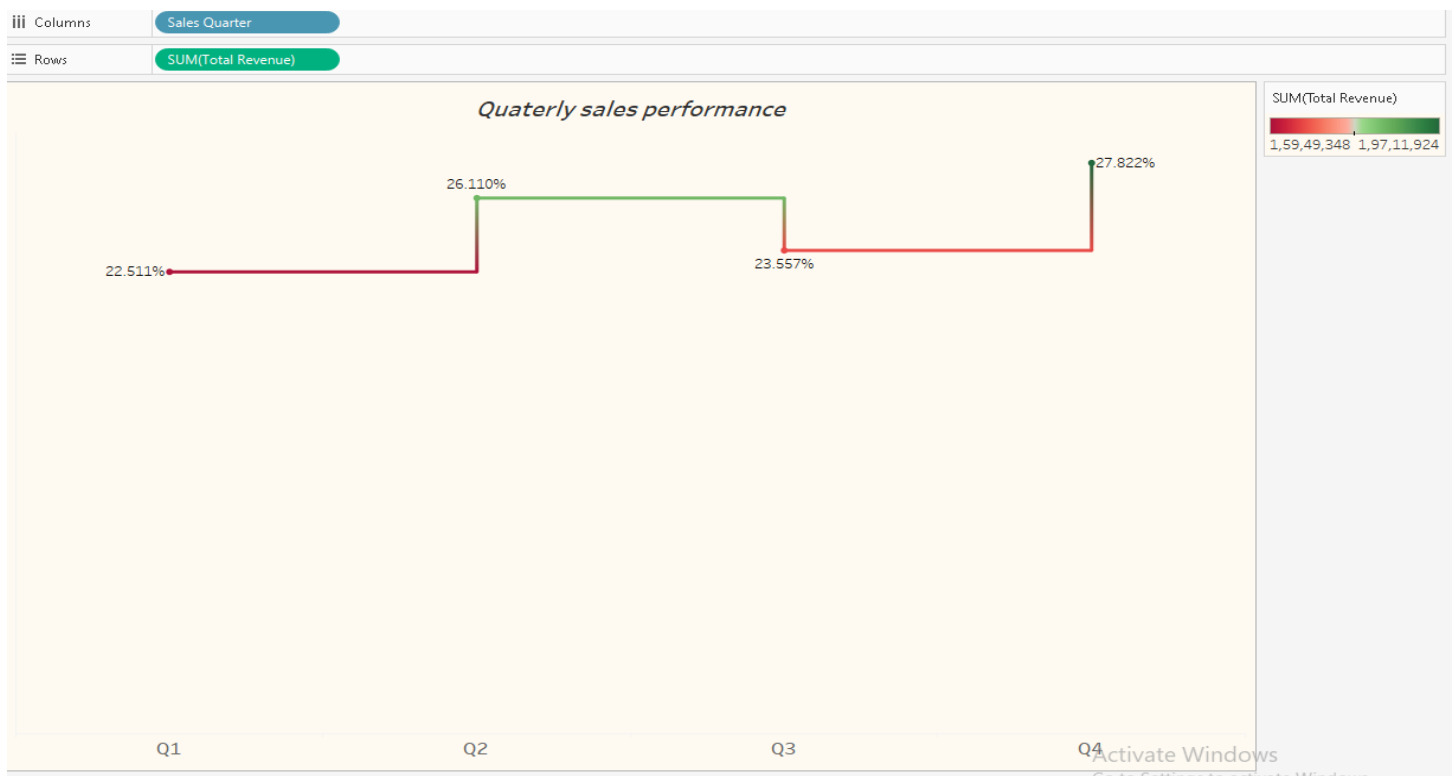Water Gun

Remote Car

Action Figure

Racing Car

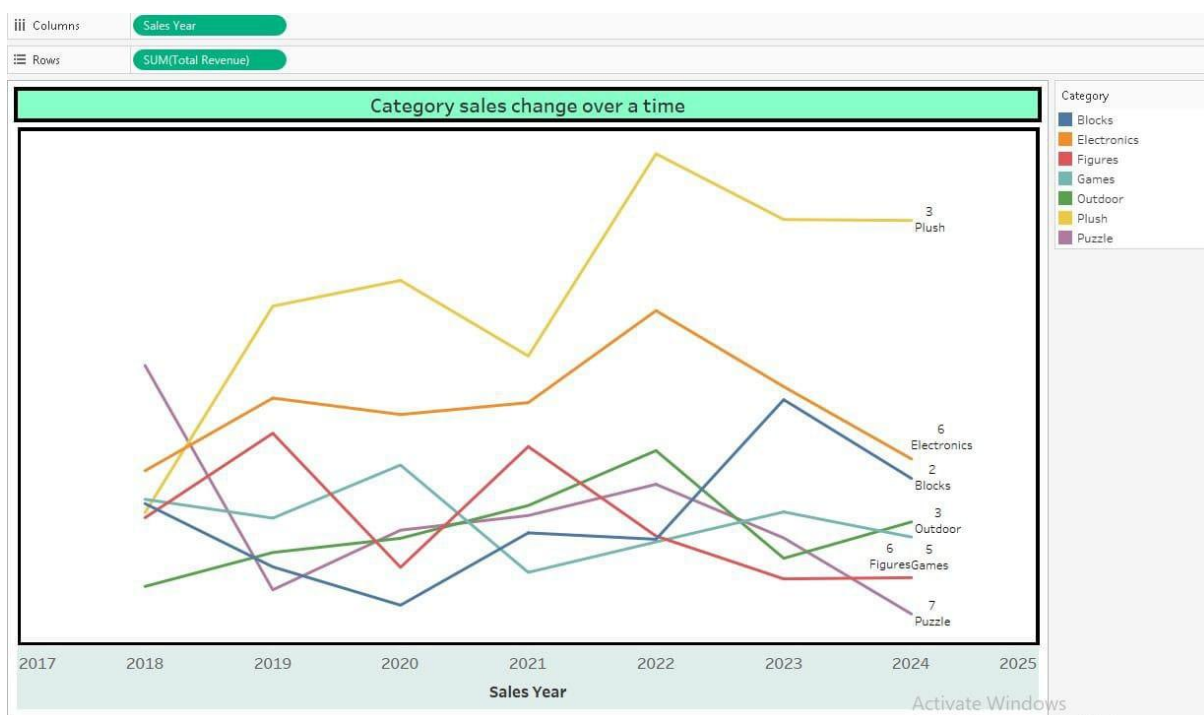**4.Which toy category sells the most units across regions, and how can we improve sales in lower-performing regions?**



**5.How does pricing impact the sales volume of different toy categories?**

## 6.How does total revenue vary across different sales quarters?

iii Columns    Sales Quarter

≡ Rows    SUM(Total Revenue)

*Quaterly sales performance*

SUM(Total Revenue)

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

27.822%

26.110%

23.557%

22.511%

Q1      Q2      Q3      Q4

Activate Windows
Go to Settings to activate Windows

## 7.How have sales trends changed over time for different product categories?

iii Columns    Sales Year

≡ Rows    SUM(Total Revenue)

Category sales change over a time

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

3
Plush

6
Electronics

2
Blocks

3
Outdoor

6   5
FiguresGames

7
Puzzle

2017    2018    2019    2020    2021    2022    2023    2024    2025

**Sales Year**

Activate Windows
Go to Settings to activate Windows

**8.How does the number of units produced compare to the number of units sold for each toy category?**



**9.What is the relationship between the number of defective units and the total units sold for different toy categories?**