

1) Project Initialization and Planning Phase

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

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."

1.



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.

2.



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