

ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data

Problem Statements

1. Declining Sales in Certain Toy Categories: The company is experiencing uneven sales performance across toy categories. Some products generate high revenue while others remain stagnant. The organization needs to identify underperforming categories and understand the reasons behind low sales.
2. Regional Demand Variations: Sales differ significantly across regions (North, South, East, West). The company needs insights into which regions prefer specific toy categories to optimize inventory distribution.
3. Seasonal and Monthly Sales Fluctuations: Toy sales are influenced by festivals, holidays, and seasonal demand. The business lacks a clear understanding of peak sales months and off-season performance trends.
4. Profitability vs. Revenue Imbalance: High sales do not always translate into high profit. Some toy categories generate strong revenue but low profit margins. The company needs to analyze profit contribution by product category.
5. Customer Payment Behavior Analysis: Customers use multiple payment methods (Cash, Credit Card, UPI, Online Wallet). The company wants to understand dominant payment trends to improve transaction efficiency and offer targeted promotions.
6. Customer Satisfaction & Retention Challenges: Customer ratings and repeat purchases impact brand loyalty. The organization needs to identify factors affecting customer satisfaction and loyalty.
7. Inventory Optimization Issues: Without proper demand forecasting, some toys are overstocked while others run out of stock. Data-driven insights are required to maintain optimal inventory levels.
8. Lack of Centralized Visual Insights: Raw data alone does not provide actionable insights. The company needs an interactive dashboard in Tableau to monitor KPIs like Sales, Profit, Region Performance, and Customer Behavior in real time.