

ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data

Proposed Solution

1. Centralized Data Integration Framework

- Integrate ERP, CRM, sales databases, supply chain logs, and marketing data.
- Use Tableau connectors for seamless integration.
- Perform data cleaning and transformation.
- Create a unified data warehouse model.
- Enable automated data refresh cycles.

2. Advanced Interactive Dashboards

- Sales Dashboard: Revenue trends, regional performance, profit analysis.
- Inventory Dashboard: Stock levels, reorder indicators, turnover ratio.
- Production Dashboard: Output trends, demand comparison, efficiency metrics.

3. Predictive Demand Forecasting

- Time-series forecasting and trend projections.
- Seasonal pattern analysis for festive demand planning.
- Reduce stockouts and overproduction.
- Optimize procurement strategy.

4. Profitability & Product Mix Optimization

- Analyze product-level profit margins.
- Cost vs revenue evaluation.
- Category contribution and regional profitability.

- Strategic pricing and SKU optimization.

5. Executive Decision Support System

- Track total revenue, total profit, and YoY growth.
- Customer segmentation insights.
- Market share indicators and performance alerts.
- Enable faster strategic decision-making.

6. Implementation Roadmap

| Phase | Activity |
|---------|--|
| Phase 1 | Requirement Gathering & KPI Identification |
| Phase 2 | Data Integration & Cleaning |
| Phase 3 | Dashboard Development |
| Phase 4 | Forecast Model Implementation |
| Phase 5 | Testing & Deployment |
| Phase 6 | Training & Continuous Optimization |