

# **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