

# ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data

## Project Dashboard & Story

### DASHBOARD DESIGN STRUCTURE

#### 1. Executive Overview Dashboard

Purpose: Provide top-level insights for management decision-making.

Key KPIs: Total Revenue, Total Profit, Profit Margin (%), Total Units Sold, Inventory Turnover Ratio.

Visualizations: Monthly Sales Trend, Revenue vs Profit Comparison, Category-wise Revenue, Regional Sales Map, Top 10 Best-Selling Toys.

Filters: Year, Product Category, Region, Quarter/Month.

#### 2. Product Performance Dashboard

Purpose: Analyze individual toy performance and profitability.

Visualizations: Product Revenue & Profit, Cost vs Price Scatter Plot, Category Contribution, Profit Margin by Product, Sales vs Inventory Bubble Chart.

Focus: Identify high-margin toys, detect underperformers, manage stock risks.

#### 3. Regional Analysis Dashboard

Purpose: Understand geographical demand patterns.

Visualizations: Sales by Region Map, Regional Growth Trend, Top Product per Region, Profit Margin Comparison.

Focus: Identify high revenue regions and growth markets.

#### 4. Inventory & Production Dashboard

Purpose: Align production planning with demand.

Visualizations: Production vs Sales Trend, Inventory Turnover KPI, Stock Alerts Table, Seasonal Demand Heatmap.

Focus: Reduce overproduction and improve forecasting.

### TABLEAU STORY STRUCTURE

Story Point 1: Business Overview – Highlight overall revenue and growth trends.

Story Point 2: Product Insights – Identify top sellers and high-margin categories.

Story Point 3: Regional Trends – Compare regional performance and growth.

Story Point 4: Inventory & Production Efficiency – Analyze supply-demand alignment.

Story Point 5: Strategic Recommendations – Marketing focus, production optimization, regional expansion, cost control.

### EXPECTED BUSINESS IMPACT

Improved forecasting accuracy, better inventory planning, enhanced regional strategy, increased profitability, faster executive decisions.