ToyCraft Tales:

Tableau's Vision into Toy Manufacturer Data

Solution Requirement Document

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1. Project Overview

ToyCraft Tales leverages Tableau to analyze toy manufacturer data and deliver actionable business insights across sales, production, inventory, and market trends. The solution enables data-driven decision-making for leadership, operations, and sales teams.

2. Business Objectives

- Improve sales performance tracking and forecasting

- Optimize inventory levels and reduce stock-outs/overstock

- Enhance production efficiency

- Identify high-performing toy categories and regions

- Detect seasonal and emerging market trends

- Increase overall profitability

3. Stakeholders

- Executive Management

- Sales & Marketing Team

- Production & Operations Team

- Supply Chain & Inventory Managers

- Finance Department

4. Functional Requirements

A. Data Integration:

- Connect to multiple data sources (ERP, CRM, Excel, CSV, Databases)

- Automated data refresh (daily/weekly)

- Data blending and joining across datasets

B. Dashboards:

- Sales Performance Dashboard

- Production & Operations Dashboard

- Inventory Management Dashboard

- Market Trend & Forecast Dashboard

5. Non-Functional Requirements

- User-friendly interactive dashboards

- Mobile responsiveness

- Secure role-based access

- High performance for large datasets

- Scalability and data accuracy

6. Data Requirements

Data Sources:

- Sales Transactions

- Production Records

- Inventory Logs

- Supplier Data

- Customer Demographics

Key KPIs:

- Revenue

- Gross Profit Margin

- Inventory Turnover

- Production Efficiency

- Forecast Accuracy

7. Technical Requirements

- Tableau Desktop for development

- Tableau Server / Tableau Cloud for deployment

- SQL Database (MySQL/PostgreSQL/SQL Server)

- ETL tools (Python/Alteryx optional)

- Secure authentication mechanisms

8. Expected Outcomes

- Improved inventory optimization

- Increased visibility into sales trends

- Reduced production inefficiencies

- Faster executive decision-making

- Improved profitability and strategic planning