

IDEATION PHASE

EMPATHIZE & DISCOVER

Date	FEBRUARY 2026
Team ID	LTVIP2026TMIDS87624
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks



Says

Meet with sales, marketing, and logistics teams regularly

Analyze shipment trends and category performance

Propose adjustments to production and distribution based on demand

Push for data-driven strategy meetings

Identify shipment and growth trends from 2005–2016

External factors like changing consumer preferences, economic conditions, and global competitors



Does

Thinks



Motivated to use data tools like Tableau for better decision-making

Curious about shifts in consumer behavior

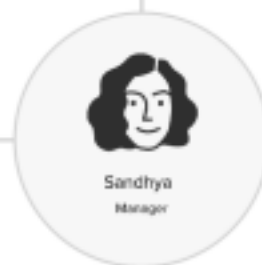
- Want to influence leadership decisions with actionable insights

Frustrated by lack of granular or real-time insights in new datasets

Feel stressed about meeting quarterly performance goals

Difficulty tracking regional trends or category performance

Feels



Sandhya
Manager