

Project Design Phase
ProposedSolutionTemplate

Date	13 FEB 2026
TeamID	LTVIP2026TMIDS85654
ProjectName	ToyCraftTales:Tableau'sVisionintoToy ManufacturerData
MaximumMarks	2 Marks

ProposedSolutionTemplate:

Projectteamshallfillthefollowinginformationintheproposedsolutiontemplate.

S.No.	Parameter	Description
1	ProblemStatement (Problem to be solved)	Toy manufacturers face challenges in analyzing sales, inventory, and customer preferences due to fragmentedandunstructureddata.Thereisaneed for an efficient system to visualize this data for betterdecision-makingandimprovedmarket responsiveness.
2	Idea/Solution description	"ToyCraft Tales" is a Tableau-powered data visualization solution tailored for toy manufacturers.Itintegratesdisparatedatasources — includingproduction,sales, customerfeedback, and supply chain — into a unified dashboard. The interactivevisualizationshelpdecision-makersgain real-timeinsightstooptimizeoperationsandtailor products.
3	Novelty/Uniqueness	The solution leverages Tableau’s storytelling and interactive dashboard capabilities specifically customizedforthetoymanufacturingindustry—a niche often overlooked in analytics. The blend of analytics, predictive trends, and visual storytelling createsauniquelyengagingdecision-supporttool.
4	Social Impact / CustomerSatisfaction	By understanding customer preferences through visualized feedback and sales data, manufacturers canproducemorerelevant,safe,andenjoyabletoys for children. This improves customer satisfaction and trust in the brand while also reducing overproductionandwaste.
5	Business Model (RevenueModel)	The solution canbeoffered asa subscription-based SaaSproducttotoymanufacturers,withtiersbased onfeatures(e.g.,numberofdashboards,users,and data integrations). Additional revenue can come from consulting, customization, and training services.

6	Scalability of the Solution	The solution is designed to scale easily—from small local manufacturers to global toy brands — by simply integrating their data into Tableau. With cloud-based support and modular dashboards, it can be adapted to various business sizes and geographies.
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