

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 February 2026
Team ID	LTVIP2026TMIDS55781
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming created a collaborative environment where team members generated innovative ideas to address **electricity consumption analysis challenges**. The goal was to explore multiple visualization possibilities before selecting the most impactful analytical solution.

Step 1: Team Gathering, Collaboration & Problem Selection

Selected Problem Statement

Energy planners, policymakers, and utility providers lack a **centralized and interactive platform** to analyze electricity consumption patterns across states, regions, seasons, and urban centers.

Consumption data exists but is scattered and difficult to interpret, limiting effective planning, demand forecasting, and infrastructure development.

Discussion Summary

- Electricity consumption data exists but lacks interactive visualization.
- Regional demand differences need clear comparison.
- Seasonal usage patterns require analysis.
- Metro cities show rising electricity demand.
- Policymakers need storytelling dashboards for decision-making.
- Filters and interactive KPIs are essential for deeper insights.

Step 2: Brainstorming & Idea Generation

Idea Listing (Unfiltered)

1. Create State-wise Electricity Consumption Map
2. Compare 2019 vs 2020 State Consumption
3. Identify Top & Bottom Consuming States
4. Region-wise Electricity Usage Visualization
5. Monthly Consumption Trend Analysis
6. Quarterly Demand Pattern Visualization
7. Metro City Electricity Usage Comparison
8. KPI Cards for Total Consumption & Growth
9. Story-Based Dashboard Presentation

10. Analyze Consumption Before & After Lockdown
11. Regional Electricity Demand Comparison
12. Yearly Electricity Usage Trend

Idea Grouping

Category	Ideas
Regional Analysis	Region-wise usage, regional comparison
State Analysis	State consumption, top & bottom states
Trend Analysis	Monthly & quarterly usage, yearly trends
Urban Demand	Metro city usage comparison
User Experience	KPI cards, storytelling dashboard
Impact Analysis	Before & after lockdown comparison

Step 3: Idea Prioritization

Ideas were prioritized based on:

- **Impact** (High / Medium / Low)
- **Feasibility** (Easy / Moderate / Complex)
- **Time Requirement**

Prioritization Matrix

Idea	Impact	Feasibility	Priority
State Consumption Comparison	High	Easy	High
Region-wise Usage	High	Easy	High
Monthly Consumption Trends	High	Easy	High
Before & After Lockdown Analysis	High	Easy	High
KPI Summary Cards	High	Easy	High
Metro City Usage	Medium	Easy	Medium
Quarterly Usage Analysis	Medium	Easy	Medium
Story-Based Dashboard	High	Moderate	High
Predictive Demand Forecasting	High	Complex	Low (Future Scope)



Step-1: Team Gathering, Collaboration and Select the Electricity Problem Statement

Start by assembling your team and agreeing on the problem you'll focus on solving in this brainstorming session.

1 Step-1: Gather & Define

Team Members:



Thandlam Harini (Team Leader)
Team Leader



Kothakota Shiva Kumar



P C Adithya

Goals for session:

- ✓ Identify relevant electricity data visualizations
- ✓ Decide key KPIs for consumption patterns
- ✓ Plan Tableau Dashboard & Story design
- ✓ Select features for web integration



10 minutes to define who participates, set goals, and clarify the problem.

2 Brainstorm, Idea Listing and Grouping

Generate and group ideas to tackle the problem. Use sticky notes for all ideas, then cluster them into related categories.

Idea Listing:

- Consumption by Region
- Peak Usage Hours
- Residential vs Commercial Analysis
- Renewable Integration

Group & Categorize Ideas:

- Consumption Trends
 - Monthly Usage Map
 - Seasonal Peaks
- Usage Analysis
 - Efficiency Ranking
 - Top Consumer Types

Tableau Dashboard Features

- Filterable Dashboard
- Interactive Charts
- KPI Cards

3 Step-3: Idea Prioritization

Idea Prioritization



30 minutes to brainstorm and jot down all ideas with impact and feasibility.

Priority Matrix:

- High Impact & Easy
- High Impact & Complex
- Low Impact & Easy
- Low Impact & Complex



20 minutes to prioritize and select ideas based on impact and feasibility.

Selected high-impact, feasible ideas to focus on now including Consumption Heatmap by Region, Peak Usage Analysis, KPI Dashboard for Key Metrics, and Story View for the Electricity Consumption Dashboard.