Ideation Phase
Empathize & Discover

Date	15 Feb 2026
Team ID	LTVIP2026TMIDS55781
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

The primary user of the Electricity Consumption Patterns Dashboard is an energy grid analyst or state policymaker who needs to monitor state-wise power usage, regional distribution, and seasonal consumption fluctuations efficiently. The user often deals with massive rows of raw, unformatted utility data and lacks a centralized visual platform to analyze peak usage periods and clearly compare 2019 versus 2020 consumption trends.

Due to the absence of interactive and visual analytics, the user feels uncertain and overwhelmed while making resource allocation and grid management decisions. They need a comprehensive, user-friendly Tableau dashboard with clear KPIs, time-series trend analysis (such as quarterly and monthly spikes), and geographic filtering options to transform raw data into actionable insights for better operational and strategic decision-making regarding energy distribution.