

## 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:

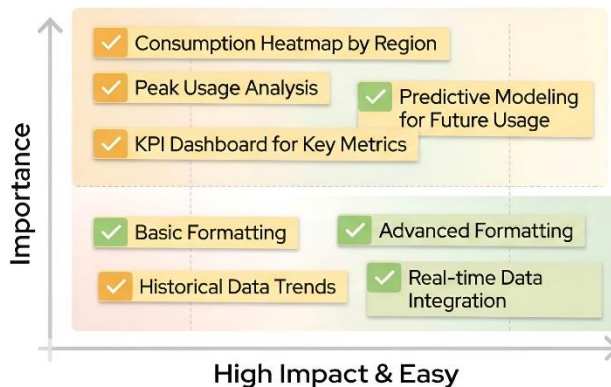
- ✓ Consumption Trends
  - Monthly Usage Map
  - Seasonal Peaks
- ✓ Usage Analysis
  - Efficiency Ranking
  - Top Consumer Types

#### 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 Teasibility.

**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.