

Project Design Phase-I - Solution Fit Template

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<p>1. CUSTOMER SEGMENT(S)</p> <ul style="list-style-type: none"> Utility companies Energy policymakers Residential, commercial, and industrial electricity consumers Data analysts and researchers 	<p>6. CUSTOMER</p> <ul style="list-style-type: none"> Lack of real-time insights Complex and unstructured data Limited technical expertise Time-consuming manual analysis 	<p>5. AVAILABLE SOLUTIONS</p> <ul style="list-style-type: none"> Manual reports and spreadsheets Static charts and PDFs Basic monitoring tools without interactivity
<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <ul style="list-style-type: none"> Understand electricity usage trends Identify peak and off-peak consumption periods Compare consumption across regions and sectors Support data-driven energy planning decisions 	<p>9. PROBLEM ROOT CAUSE</p> <ul style="list-style-type: none"> Electricity data is large, fragmented, and difficult to interpret Lack of interactive visualization tools Dependence on manual analysis methods 	<p>7. BEHAVIOUR</p> <ul style="list-style-type: none"> Users manually review bills and reports Compare usage periodically Depend on experts for interpretation Limited proactive decision-making
<p>3. TRIGGERS</p> <ul style="list-style-type: none"> Rising electricity bills Power shortages or peak load issues Government energy regulations Need for sustainable energy management 	<p>10. YOUR SOLUTION</p> <p>An interactive Tableau-based analytics solution that visualizes electricity consumption patterns by time, region, and sector, enabling faster insights, better planning, and improved energy efficiency.</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>8.1 Online:</p> <ul style="list-style-type: none"> Tableau dashboards Web portals Cloud data platforms <p>8.2 Offline:</p> <ul style="list-style-type: none"> Energy reports Meetings and presentations Policy documents

Define CS, fit into

Focus on J&P, tap into BE, understand

Identify strong TR &

Explore AS,

Focus on J&P, tap into BE, understand

Extract online & offline CH of