

Project Title: “Plugging Into the Future: An Exploration of Electricity Consumption Patterns Using Tableau

Project Design Phase-I - Solution Fit Template

Team ID: LTVIP2026TMIDS66673

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">Utility companiesEnergy policymakersResidential, commercial, and industrial electricity consumersData analysts and researchers</div>	<div>6. CUSTOMER<div>CC</div><ul style="list-style-type: none">Lack of real-time insightsComplex and unstructured dataLimited technical expertiseTime-consuming manual analysis</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">Manual reports and spreadsheetsStatic charts and PDFsBasic monitoring tools without interactivity</div>	Explore AS, Focus on J&P, tap into BE, understand
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><ul style="list-style-type: none">Understand electricity usage trendsIdentify peak and off-peak consumption periodsCompare consumption across regions and sectorsSupport data-driven energy planning decisions</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none">Electricity data is large, fragmented, and difficult to interpretLack of interactive visualization toolsDependence on manual analysis methods</div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">Users manually review bills and reportsCompare usage periodicallyDepend on experts for interpretationLimited proactive decision-making</div>	
Identify strong TR & SL	<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none">Rising electricity billsPower shortages or peak load issuesGovernment energy regulationsNeed for sustainable energy management</div>	<div>10. YOUR SOLUTION<div>SL</div><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></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 Online:</div><ul style="list-style-type: none">Tableau dashboardsWeb portalsCloud data platforms<div>8.2 Offline:</div><ul style="list-style-type: none">Energy reportsMeetings and presentationsPolicy documents</div>	Extract online & offline CH of BE