

IdeationPhase Define the Problem Statements

Date	20 June 2025
TeamID	LTVIP2025TMID51636
Project Name	Visualizing Electric Vehicle Trends: An Analysis of Range, Brands, and Powertrain Features Using Tableau
Maximum Marks	2 Marks

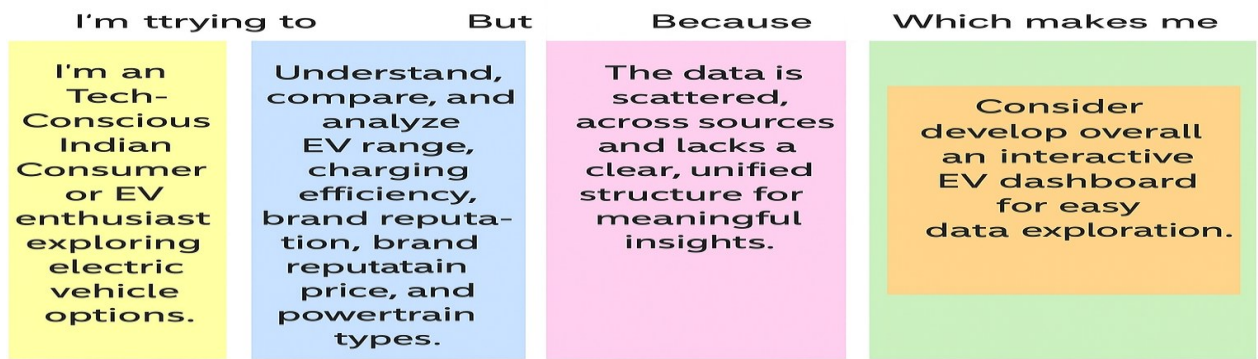
Customer Problem Statement Template:

This project focuses on helping Indian EV enthusiasts understand electric vehicle trends. By identifying user challenges and goals, we create clear, useful Tableau dashboards that simplify EV data and support smart decisions.

I am	A Tech-Conscious Indian Consumer or EV enthusiast looking for electric vehicle options.
I'm trying to	Understand, compare, and analyze EV range, charging efficiency, brand reputation, price, and powertrain types.
But	The data is scattered, unstructured, and difficult to compare across time and demographics.
Because	The insights are spread across multiple blogs, review sites, news sources, and lack an interactive, visual format.
Which makes me feel	Confused, overwhelmed and uncertain about deriving insights.

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement(PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A tech-conscious Indian consumer interested in electric vehicles and their performance trends.	Understand EV pricing, range, brand trends, and performance in India.	EV data is scattered across sources and lacks consistency.	EV market trends are spread across various sources like blogs, videos, and websites, making it hard to view them in one clear visual.	Confused, uncertain, and hesitant about choosing the right electric vehicle
PS-2	A business student or analyst studying electric vehicle market trends	Analyze EV market share and consumer adoption patterns.	EV data is not presented in an interactive or easy-to-compare format.	There are no region-wise or income-segment insights available in a visual dashboard format for EV data	EV data offers limited insights, making it hard to draw conclusions from raw numbers.

