

Project Design Phase Proposed Solution Template

Date	25 june 2025
Team ID	LTVIP2025TMID50075
Project Name	Plugging into the Future : An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Consumers, policymakers, and energy providers lack intuitive tools to analyze electricity consumption patterns, leading to inefficiencies, uninformed decisions, and grid instability.
2.	Idea / Solution description	A Tableau-powered interactive dashboard with: <ul style="list-style-type: none"> • Real-time anomaly detection (e.g., spike alerts) • Urban-rural comparison maps • Policy simulation sliders (e.g., solar adoption impact) • Gamified consumer tips
3.	Novelty / Uniqueness	First solution combining: <ul style="list-style-type: none"> • Predictive analytics (AI-driven demand forecasting) • Stakeholder-specific views (custom dashboards for consumers vs. policymakers) • Behavioral nudges (e.g., color-coded urgency alerts).
4.	Social Impact / Customer Satisfaction	Benefits: <ul style="list-style-type: none"> • 20% energy savings for households (via actionable insights) • 15% faster policy decisions (via simulated scenarios) • Reduced grid failures (providers forecast demand accurately).
5.	Business Model (Revenue Model)	Freemium SaaS Model: <ul style="list-style-type: none"> • Free: Basic dashboards for consumers • Premium: Advanced analytics for utilities/policymakers • Partnerships: Revenue sharing with smart-meter manufacturers.
6.	Scalability of the Solution	Phased Rollout: <ol style="list-style-type: none"> 1. Pilot: 1 city (Tableau Public) 2. National scale: Integrate with government energy databases 3. Global