

# Project Design Phase

## Proposed Solution Template

Date	21 June 2025
Team ID	LTVIP2025TMID51709
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau.
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many electricity consumers lack visibility and control over their consumption patterns, leading to inefficient usage, unexpected bills, and low adoption of energy-saving practices.
2.	Idea / Solution description	Develop a Tableau-based interactive dashboard that visualizes electricity usage patterns, highlights anomalies, and offers personalized insights for better energy management. The tool will enable users to make data-driven decisions about their electricity use.
3.	Novelty / Uniqueness	Unlike generic energy tips or static reports, this solution offers dynamic, visual, and user-tailored insights using advanced data analytics and dashboards. It combines real-time data with easy-to-understand visuals, making it accessible to non-technical users.
4.	Social Impact / Customer Satisfaction	Enhances energy awareness and promotes sustainable consumption behavior among households and businesses. It contributes to carbon footprint reduction and helps users save money, increasing satisfaction and engagement.
5.	Business Model (Revenue Model)	Freemium model offering basic insights to all users; advanced analytics, recommendations, and integration with smart devices available under a subscription model. Potential B2B partnerships with utility companies and government energy initiatives.

6.	Scalability of the Solution	The solution is highly scalable across geographies and consumer types. It can be adapted to various datasets, integrated with smart meters, and customized for regional energy policies or user behavior patterns.
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