

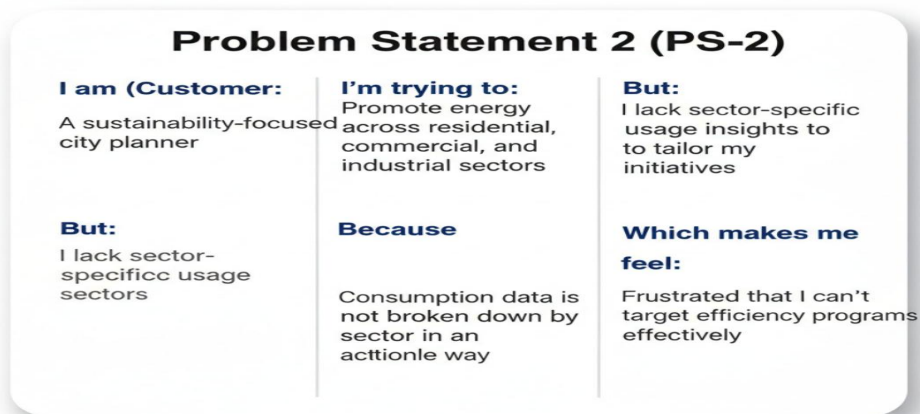
Ideation Phase

Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS24158
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	2 Marks

Customer Problem Statement

Understanding the customer's perspective is essential to design an effective electricity consumption analysis solution. Utility analysts, policymakers, and energy planners rely on electricity usage data to make informed decisions, but they often struggle to extract meaningful insights from complex and unstructured data. A clear customer problem statement helps identify real user challenges and guides the development of a solution that delivers value.



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Example:



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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A utility company manager or energy policymaker.	Optimize electricity distribution and reduce peak demand.	I don't have clear insights into when and where consumption spikes.	Our data isn't visualized effectively for trends and peak analysis.	Pressured to make decisions without the full picture.
PS-2	A sustainability-focused city planner.	Promote energy efficiency across residential, commercial, and industrial sectors.	I lack sector-specific usage insights to tailor my initiatives.	Consumption data is not broken down by sector in an actionable way.	Frustrated that I can't target efficiency programs effectively.