

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	18 February, 2026
Team ID	LTVIP2026TMIDS40169
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Problem Statement Chosen:

Government energy departments and electricity boards struggle to clearly analyze electricity consumption patterns across states and regions due to scattered data and lack of interactive visualization systems.

Our team came together to understand the electricity consumption dataset containing state-wise, region-wise, monthly, quarterly, and yearly usage data for 2019 and 2020.



Idea

Group / Category

Create filled map for 2019 State Consumption

Geographical Analysis

Create filled map for 2020 State Consumption

Geographic Comparison

Create KPI card for Total Consumption

Performance Summary

Create Region-wise Pie Chart

Regional Distribution

Create Top N States Bar Chart

Ranking Analysis

Create Bottom N States Bar Chart

Ranking Analysis

Create Month-wise Comparison (2019 vs 2020)

Time Series Analysis

Create Quarter Usage Chart

Seasonal Analysis

Create Before & After Lockdown Chart

Impact Analysis

Create Usage by Year Line Chart

Growth Trend

Create Metro City State Usage Chart

Urban Consumption Analysis

Add Global Filters (Year, Region, State)

Interactivity

Enable Drill-down (Region → State)

Advanced Analytics

Design Tableau Story

Presentation Strategy

Brainstorm, Idea Listing and Grouping:

Idea Prioritization:

Based on **impact** and **feasibility**, we prioritized the top ideas for implementation:

★ Priority	Idea	Justification
High	2019 & 2020 State Map	Core geographical comparison
High	Month-wise Consumption	Shows seasonal & lockdown impact
High	Top N & Bottom N	Important for ranking analysis
High	Region-wise Consumption	Helps policy planning
High	Global Filters	Makes dashboard interactive
Medium	Quarter Usage	Useful seasonal insight
Medium	Metro City Usage	Urban planning support
Low	Extra decorative visuals	Less analytical value
Optional	Tableau Story	Helpful for presentation