

## 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