

Brainstorm & Idea Prioritization

Date	20 February 2026
Team ID	LTVIP2026TMIDS74497
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis Using Tableau
Maximum Marks	2 Marks

Ideation Phase

Brainstorm & Idea Prioritization Template

Step-1: Team Gathering, Collaboration and Select the Problem Statement

↳ Problem Statement:

The Electric Vehicle (EV) is not new, but it has received significant attention in recent years. Rapid progress in EV analytics, battery technology, and vehicle integration has expanded the automotive market. However, this growth is not solely due to hardware advancements. A modern EV integrates sensors, propulsion systems, and controls with software, secure data transfer, and analytics. These elements combine to create a smart, data-driven transportation solution.

We aim to analyze multiple EV datasets from India and globally—covering vehicle data, charging stations, energy consumption, and usage patterns. The goal is to build a dashboard and story-based visuals that communicate trends, challenges, and opportunities in the EV space.

Step-2: Brainstorm, Idea Listing and Grouping

Raw Ideas from Brainstorming Session:

- Visualization of EV sales trends in India
- Analysis of global charging infrastructure
- Dashboard for battery efficiency by region
- Mapping energy consumption across vehicle types
- Predictive trends for EV adoption rates
- Interactive filters for brand, year, state, and price
- EV usage vs traditional fuel usage comparison
- Recommendations for optimal EV deployment areas

Grouped Ideas:

- Data Visualization: Dashboard, filters, maps
- Usage Analysis: Energy, efficiency, comparison
- Infrastructure: Charging stations, accessibility
- Forecasting: Trend analysis, predictive models

Step-3: Idea Prioritization

Idea Group	Importance (1-5)	Ease of Implementation (1-5)	Priority Score (Importance × Ease)
Dashboard Visuals	5	4	20
Usage Analytics	4	4	16
Charging Insights	5	3	15
Forecast Models	3	2	6

Top Priority: Build an interactive dashboard showing EV trends and infrastructure across India and globally.

Diagrams and Visuals

