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Electricity Consumption Customer Journey Map

Purpose

This document defines how stakeholders interact with the electricity consumption analytics solution from problem identification to decision-making.

Target Users

- State Electricity Boards
- Ministry of Power (India)
- Renewable Energy Departments
- Grid Management Authorities
- Data Analysts
- Policy Makers

Customer Journey Stages

Stage 1: Problem Awareness

User Realization:

- Electricity demand fluctuates unpredictably.
- Seasonal peaks cause overload.
- Lockdown impacted consumption patterns.

Pain Points:

- Raw CSV data difficult to interpret.
- No centralized dashboard.
- Hard to compare region-wise usage.

Stage 2: Data Exploration

User Actions:

- Access Tableau dashboard
- Select Year (2019 / 2020)
- Filter by Region
- Compare States

System Response:

- Displays time-series graphs
- Shows Top N / Bottom N states
- Provides regional comparison map

Stage 3: Insight Discovery

User Discovers:

- Southern region consumes highest power.
- 2020 lockdown reduced industrial consumption.
- Summer months show peak demand.
- Certain states show consistent growth trend.

Stage 4: Decision Making

User Decisions:

- Allocate more supply during peak months.
- Promote off-peak usage incentives.
- Improve grid infrastructure in high-demand regions.
- Plan renewable energy investment.