

## Ideation Phase

### Define the Problem Statements

Date	23 February 2026
Team ID	LTVIP2026TMIDS35961
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	2 Marks

#### **Customer Problem Statement Template:**

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An energy analyst	Understand electricity consumption trends across states and regions	The data is available only in raw Excel format	There are no proper visualization or dashboards to interpret patterns	Confused and unable to make quick data-driven decisions
PS-2	A government energy planner	Identify high and low electricity consuming states	I cannot easily compare year-wise and month-wise consumption	The data lacks interactive filtering and comparative tools	Uncertain about resource allocation and planning
PS-3	A regional electricity distribution manager	Monitor regional electricity usage performance	It is difficult to track trends over time	There is no centralized visual analytics system	Concerned about inefficiencies in energy distribution
PS-4	A policy maker	Analyze seasonal electricity demand variations	Monthly data is complex and hard to interpret	There is no clear trend analysis visualization	Insecure about making strategic energy policies