

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23 February 2026
Team ID	LTVIP2026TMIDS35942
Project Name	Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau
Maximum Marks	4 Marks

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

Problem Statement:

Electricity consumption in India varies significantly across regions, seasons, and sectors such as residential, commercial, and industrial. However, the lack of clear and accessible data insights makes it difficult for stakeholders to identify peak demand periods, understand seasonal usage trends, and plan efficient energy distribution. This project aims to analyze electricity consumption patterns using data visualization techniques in Tableau to uncover meaningful trends and support informed decision-making for effective energy management and planning.

Step-2: Brainstorm, Idea Listing and Grouping

S. No	Ideas Generated	Category
1	Visualize electricity consumption across different Indian states	Regional Analysis
2	Analyze consumption trends by sectors (residential, commercial, industrial)	Sectoral Insights
3	Identify peak usage hours and visualize as heatmaps	Time-based Patterns
4	Compare consumption trends across years/months (seasonal patterns)	Seasonal Variations
5	Use Tableau filters to enable dynamic interaction	Visualization Enhancements
6	Include policy implications and energy-saving tips based on findings	Impact & Recommendations
7	Forecast future consumption using historical data trends	Predictive Analysis
8	Highlight states with highest and lowest per capita electricity usage	Benchmarking
9	Show changes in urban vs rural electricity consumption	Demographic Comparison
10	Integrate external datasets like population or weather for deeper insights	Data Enrichment

Step-3: Idea Prioritization

Idea	Impact (H/M/L)	Feasibility (H/M/L)	Priority
Visualize electricity consumption across states	High	High	High
Analyze sector-wise consumption	High	High	High
Identify peak usage hours and create heatmaps	Medium	Medium	
Compare seasonal trends across years	High	Medium	High
Enable interactive dashboards with filters	Medium	High	High
Forecast future usage trends		Low	Medium
Show per capita usage across states	Medium	High	Medium
Compare urban vs rural consumption	Medium	Medium	Medium
Use external data (weather, population)	High	Medium	Medium
Add energy-saving tips and policy implications	High	High	Medium