

# **Brainstorming and Ideation**

## **Objective**

The brainstorming phase focuses on generating ideas to convert raw EV datasets into meaningful visual insights using Tableau.

## **Ideas Discussed**

- Compare EV range and price using scatter plots.
- Use bar charts to analyze efficiency.
- Display charging stations on geographic maps.
- Create separate dashboards for global and Indian EV markets.
- Use storytelling format to explain analysis clearly.
- Add filters for interactive exploration.

## **Idea Selection**

After evaluating multiple ideas, the selected approach was to build interactive dashboards and stories using Tableau to provide clear EV analysis.

## **Final Approach**

- Perform data preprocessing.
- Create multiple visualizations.
- Develop dashboards with filters.
- Build stories to explain insights step-by-step.

## **Expected Benefits**

- Easy understanding of EV data
- Better comparison between vehicles
- Interactive user experience
- Clear visual storytelling

## **Conclusion**

Brainstorming helped finalize a visualization-based solution that effectively transforms EV datasets into simple, interactive dashboards and stories.