

# Customer Journey Map

## User Persona

The primary user of this system is a student, data analyst, or researcher interested in understanding Electric Vehicle (EV) trends, performance, and market analysis through data visualization.

## Journey Stages

### 1. Problem Awareness

The user wants to analyze EV data but finds raw datasets difficult to understand.

### 2. Data Collection

Datasets related to EV performance, pricing, efficiency, and charging stations are collected from multiple sources.

### 3. Data Preparation

Data is cleaned, organized, and prepared for visualization to ensure accuracy.

### 4. Data Visualization

The user connects datasets to Tableau and creates charts, graphs, and maps for analysis.

### 5. Dashboard Exploration

Interactive dashboards allow comparison of EV models, price ranges, and efficiency metrics.

### 6. Story Analysis

Storyboards provide step-by-step insights for better understanding.

### 7. Deployment and Sharing

Final dashboards are published on Tableau Public and shared via GitHub.

## Outcome

The user gains clear insights into EV data using interactive visualizations that simplify decision-making and analysis.