

plugging into the future: an exploration of electricity consumption patterns using tableau

DATE	28-02-2026
TEAM ID	LTVIP2026TMIDS89110
PROJECT NAME	plugging into the future: an exploration of electricity consumption patterns using tableau
MAXIMUM MARKS	4 MARKS

6.6 CREATIVITY (FONT AND STYLE)

1. Overall Visual Theme

Theme Idea: Futuristic & Tech-Savvy

- **Color Palette:** Electric blues, neon greens, and dark backgrounds to mimic energy grids.
- **Accent Colors:** Orange or yellow for peaks/alerts, subtle gray for baseline data.
- **Layout Style:** Modular panels, clean lines, and dynamic spacing to highlight different sections.

Why: Conveys energy, modernity, and high-tech analytics—perfect for electricity consumption exploration.

2. Fonts

Choose fonts that are readable but convey innovation:

- **Title & Headings:**
 - **Futuristic fonts:** *Orbitron, Exo 2, Rajdhani*
 - **Style:** Bold or semi-bold, uppercase for titles
- **Subtitles & KPIs:**
 - **Clean sans-serif:** *Roboto, Montserrat, Lato*
 - Use semi-bold for numbers to stand out
- **Body Text / Descriptions:**
 - Neutral, readable sans-serif: *Open Sans, Noto Sans, Source Sans Pro*

Tip: Avoid overly decorative fonts—they reduce readability for dense data dashboards.

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3. Styling for Charts & Visuals

- **Line Charts / Time Series:** Neon-colored lines on a dark background for energy trends.
- **Heatmaps:** Gradient from cool blue (low usage) to hot orange/red (high usage).
- **Maps:** Dark basemap with vibrant highlights for high consumption regions.
- **Bar & Stacked Charts:** Semi-transparent bars with glowing edges for a modern energy vibe.
- **KPIs / Numbers:** Large, centered, neon or glowing text for instant visual impact.

4. Creative Dashboard Elements

- **Electric Pulse Animation:** Use subtle glow or motion effects for peak hours on charts.
- **Interactive Sliders:** For time periods or scenarios, designed like futuristic switches.
- **Icons & Symbols:**
 - Lightning bolts for peaks
 - Solar panels or wind turbines for renewable energy comparison
 - Smart meters for household-level data
- **Story Panels:** Treat each Tableau Story “point” as a futuristic info card, with a semi-transparent overlay over a dark energy-grid background.

5. Suggested Layout

1. **Cover Slide / Dashboard Intro:**
 - Large futuristic font for the title
 - Neon glowing line representing electricity flow across the screen
2. **Time Trends & Daily Patterns:**
 - Animated line charts and heatmaps
 - Glowing hour markers for peaks
3. **Regional & Sector Analysis:**
 - Map with neon highlights

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- Interactive toggle for sectors

