

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

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MAXIMUM MARKS	4 MARKS

## Chapter-3

### 3.1 Customer journey Map

The Customer Journey Map also emphasizes the emotional and strategic progression of the user throughout the project lifecycle. Initially, users may feel overwhelmed by fragmented datasets and uncertain forecasts, but as they engage with interactive dashboards built in Tableau, their confidence gradually increases. Clear visualizations, intuitive filters, and real-time insights reduce complexity and enhance understanding. Over time, this positive experience fosters trust in data-driven decision-making, encourages collaboration among departments, and strengthens long-term planning for sustainable electricity management.

## HOW TO DISCOVER HIDDEN VALUE IN YOUR CUSTOMER JOURNEY

