

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

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Chapter – 2

2.1 Problem Statement

In today's rapidly evolving energy landscape, electricity consumption is increasing due to urbanization, industrial growth, technological advancement, and population expansion. However, despite the availability of large volumes of energy data, many organizations struggle to transform this raw information into meaningful insights that support efficient planning and sustainable decision-making. Without clear visibility into consumption trends, peak demand periods, and sector-wise usage patterns, it becomes challenging to optimize resource allocation, reduce energy waste, and plan for future infrastructure needs.

This project, **“Plugging into the Future: An Exploration of Electricity Consumption Patterns Using Tableau,”** addresses this challenge by leveraging interactive data visualization tools to analyze and interpret electricity usage data. By identifying trends, seasonal variations, regional disparities, and consumption behaviors across different sectors, the study aims to uncover actionable insights that can guide policymakers, utility providers, and energy planners toward more efficient and sustainable energy management strategies.

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