Customer Journey Map | Plugging into the Future – Electricity Consumption Analysis

Analyzing electricity consumption data using Tableau dashboards for decision-making and policy planning.

Entice	Entice	Enter	Engage	Exit	Extend
What bes a person (or group) Typically expeienct	**What does** someone become aware of this prct	What does the person experience?	User analyzes detailed trends (Monthly, Quarterly, Lockdown impact)	User draws insights and prepares report	User applies insights for long-ferm planning
Energy official identifizies need for better electricity consumption insights	• Internal reports • Government review meetings	• Dashboard filters (Year, Region, State) • Map visualizations • KPI cards	• Month-wise charts • Quarter usage grahs • Top N & Bottom N rankings • Drill-down features	• Export dashboard • Use insights in meetings	• Policy implementa- • Resource allocation • Infrastructure planning
Internal reports Government review meetings	- Help me understand overall electricity consumption thers trends - Help me avoid mismanagement of power supply	• Help me compare states quickly • Help me see telur electricity consumption clearly	• Help me identify peak demand months • Help me forecast future consumption	• Help me support policy decisions	• Help me improve grid management • Help me prevent power shortages
Goals & Motivations	• Realization that data analytics can improve planning	• Too many charts may feel overwhething initiaily	• Too many charts may *feel overwhelthing initiallly*	• Clear evidence-based repoting	• More efficient energy distribution
Positive moments	• Realization that data opslal data rspactitive	• Too many charts may feel overwhelhning initially	• Manual comparison across multiple dashboards	• Enable automated data updates	• Future demand uncertainity
Areas of opportunity	• Introduce interactive Tableau dashboard	• Provide guided dashboard explanation	• Add summary insights section	• Enable automated data refresh	• Integrate predictive modeting