



## THE EXECUTION

All research was verified through multiple quality checks with the Capstone Advisor and Partner. Below are the identified workstreams and their steps for execution:

### THE UTILITY DATABASE

Data was aggregated using public surveys, EIA Form 861, and utility websites. All data was cross-referenced before importation into Tableau. The subsequently created Data Visualization Plan acts as a guide to all created artifacts.

### THE UTILITY PORTAL

Research was conducted on the electric industry, Colorado energy policy, and utility specific incentive programs to populate the Utility Portal. The Utility Database provided the graphs and maps.

### THE SOCIAL MEDIA PLAN (SMP)

Content planning, the post-production survey, and a portal implementation strategy was developed with CEO collaboration. Previous survey content and data from Google Analytics will enable CEO to analyze feedback and make improvements.

### THE SELF GUIDED HELP DOCUMENT

Steps were outlined for the creation of all data visualizations and how they were embedded into the Utility Portal site. This will be a record for future CEO employees to understand the process.

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## THE OUTCOME

We have successfully developed a portal to showcase Colorado electric utility data.

### THE UTILITY DATABASE

The Utility Database is a collection of excel files used to create graphs, tables, and dashboards within Tableau. This database was integrated into the Utility Portal to display statewide data and utility-specific information. The homepage Dashboard, seen to the right, showcases a map of Colorado with every utility company service territory identified. Portal users have the opportunity to search for the utility of interest and its associated data. The utility-specific dashboards display the utility generation mix, electricity sales (MWh), peak demand (MW), customer count, and common rate structures.



