

UtilityAI

Data Analytics Driving Customer Engagement



Data Analytics - Customer Facing



WINONA RYDER



SUPERPOWERS



80's NOSTALGIA



MYSTERY



KIDS



SCI-FI



ENSEMBLE CAST



SEAN ASTIN

Data Analytics - Customer Facing

NETFLIX ORIGINAL
STRANGER THINGS

95% Match 2016 1 Season 4K Ultra HD 5.1

When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and one strange little girl.

Winona Ryder, David Harbour, Matthew Modine
TV Shows, TV Sci-Fi & Fantasy, Teen TV Shows

1.8
seconds
considering
each title



Popular on Netflix





In no other industry do vendors have
so much customer data...

yet do so **little** with it

Consumption Data is Gold



HOW



WHAT



WHERE



WHEN

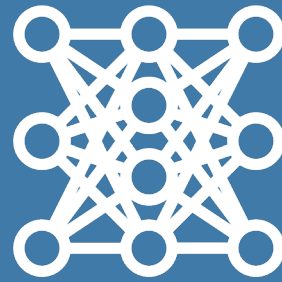
INGEST MASSIVE AMOUNTS OF DATA

from numerous sources



UNLOCK THE POWER OF DATA

with advanced analytics and machine learning



DELIVER AI-POWERED SOLUTIONS



- The key is to understand energy consumption behavior - **what, when, why, how people use energy**.
- The **more specific & personalized** the insights on consumption behavior, the **more relevant value** is created.
- Deliver the **right message at the right time** to customers given Grid and Customer objectives taken together

Where are we leveraging these solutions?

