



EA CONNECT

19th Annual User Conference

ENVIRONICS
ANALYTICS



Introduced by

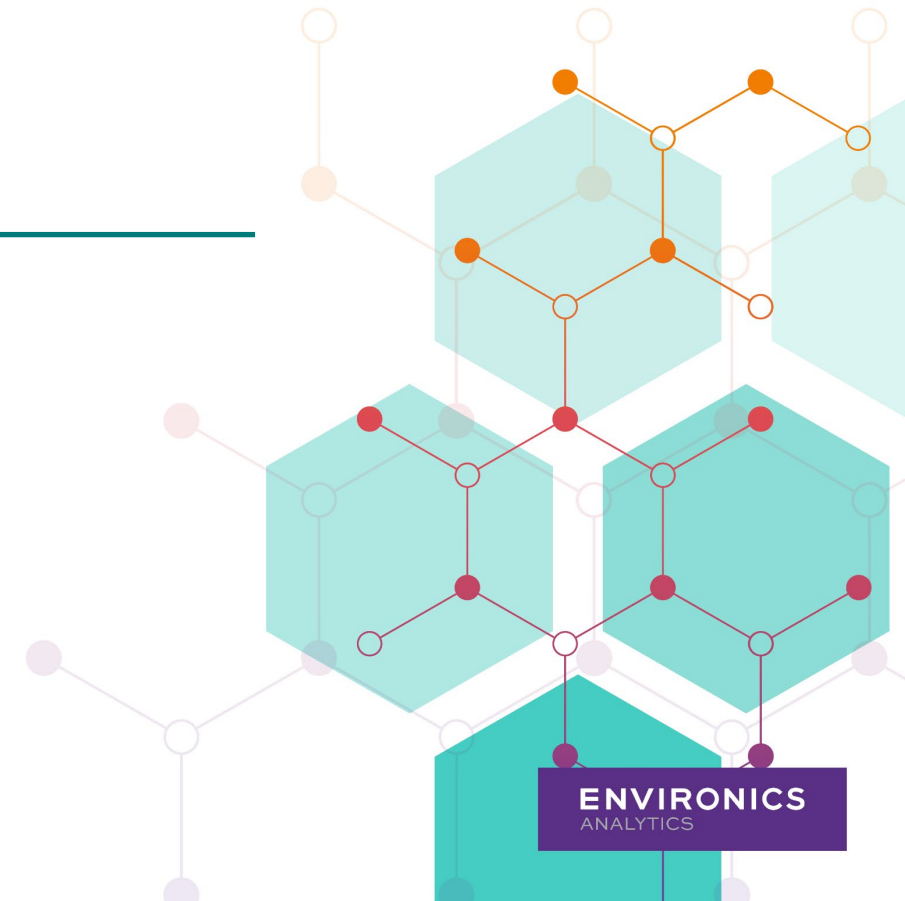
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ATCO Energy's Data Journey Leveraging Customer Insights for Strategic Growth



Jonathan Benallack

Senior Manager - Business Operations
ATCO Energy



For Today's Session

- About ATCO Energy
- Part 1 – ATCO Energy's Data
- Part 2 – Environics Analytics Data
- Part 3 – Connecting the Dots
- Questions

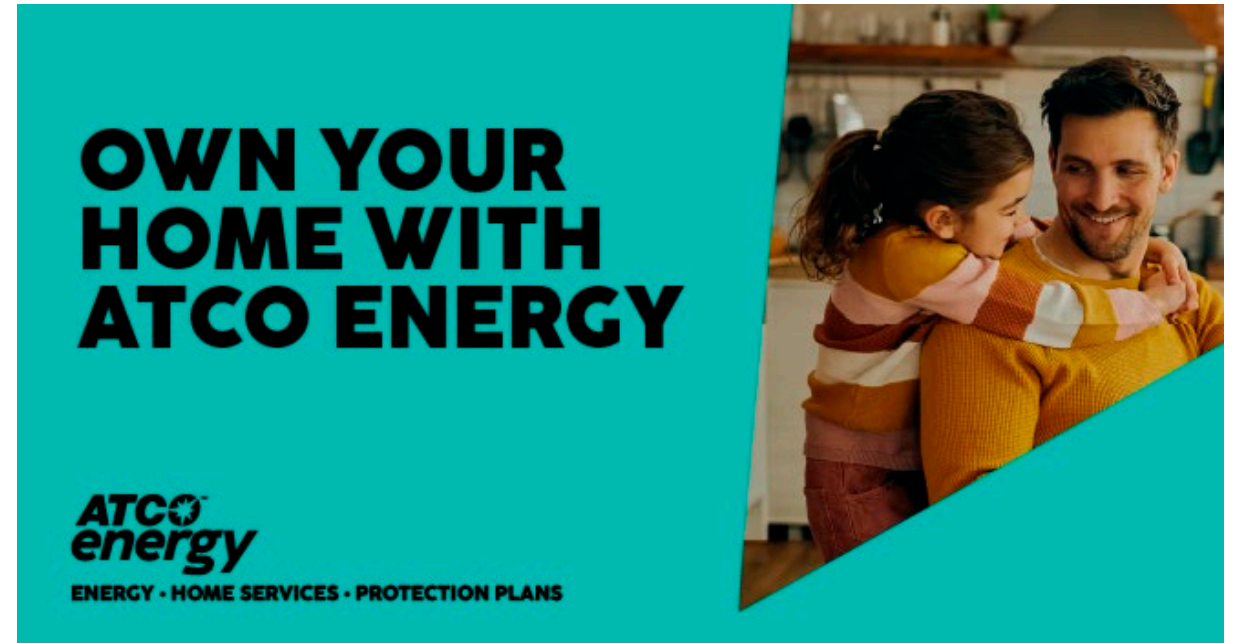
About ATCO Energy



About ATCO Energy

In 2016, ATCO Energy recognized the need for a different kind of energy company in Alberta's deregulated energy market, giving customers the freedom to choose a plan that works for them, their home or their business.

ATCO Energy is now one of Alberta's largest home-grown energy retailers, offering flexible electricity and natural gas plans, a wide range of home services and comprehensive home protection plans — all in one place.



About Alberta's De-Regulated Utility Market



Generators



Distributors



Energy Retailers



Customer Choice



ATCO Energy's Data Journey



Leveraging and Accessing Our Data



What data do we already have?



What does that data tell us?



How often is the data refreshed?



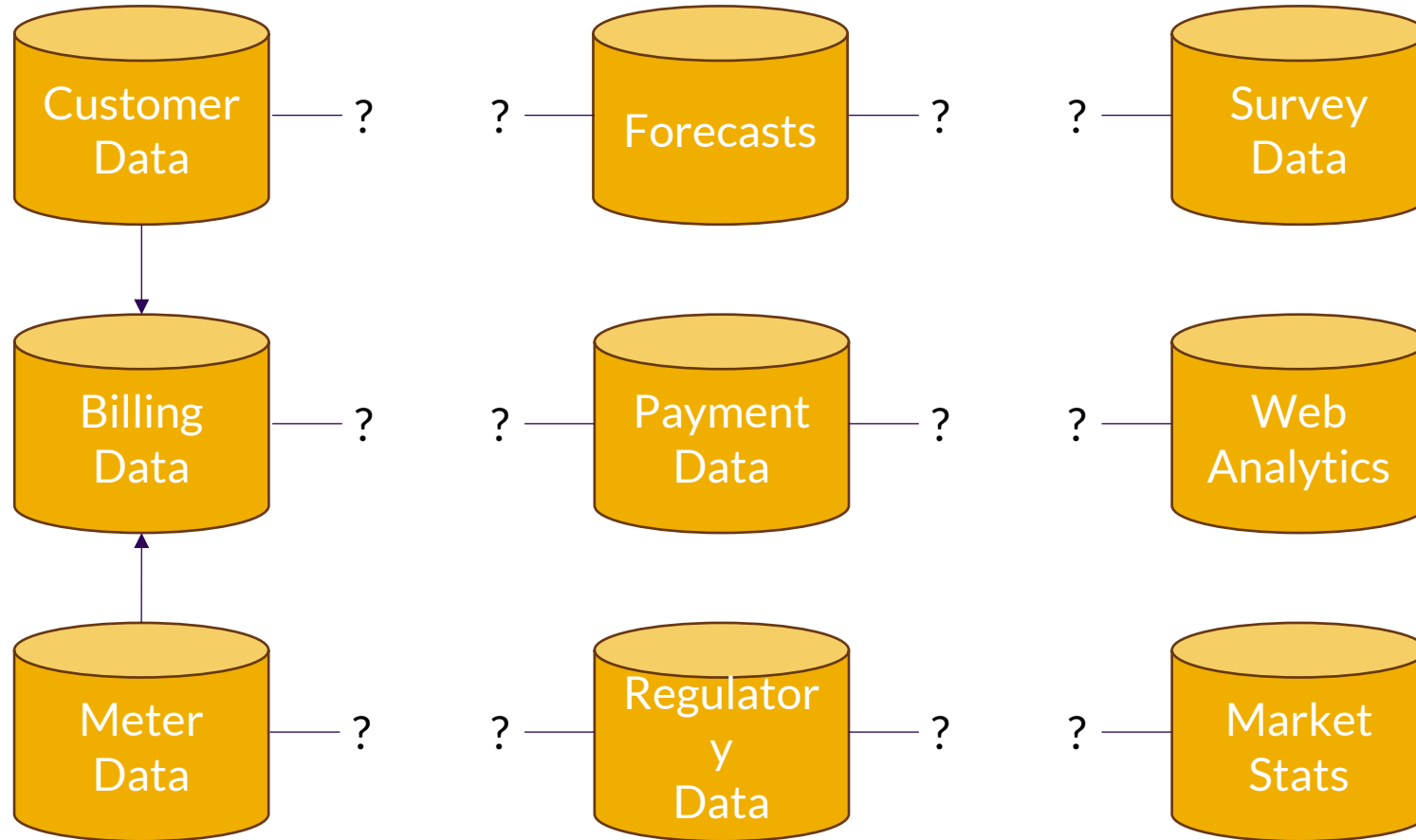
How to we get to the data?



What conclusions can we draw from the data?



Common Data Challenges



Building the Azure Lakehouse



AZURE LAKEHOUSE



STAGING THE DATA



BENEFITS



Environics Analytics Data



Market Data and Statistics



Changing
Economic Factors



Speed of Change



Customer Trends



Leveraging Environics to know the Market

Data Gap

- Who is our audience?
- Economic trending
- What's important to the people we want to talk to?
- Where are there good opportunities?

Solution Data Product from Environics

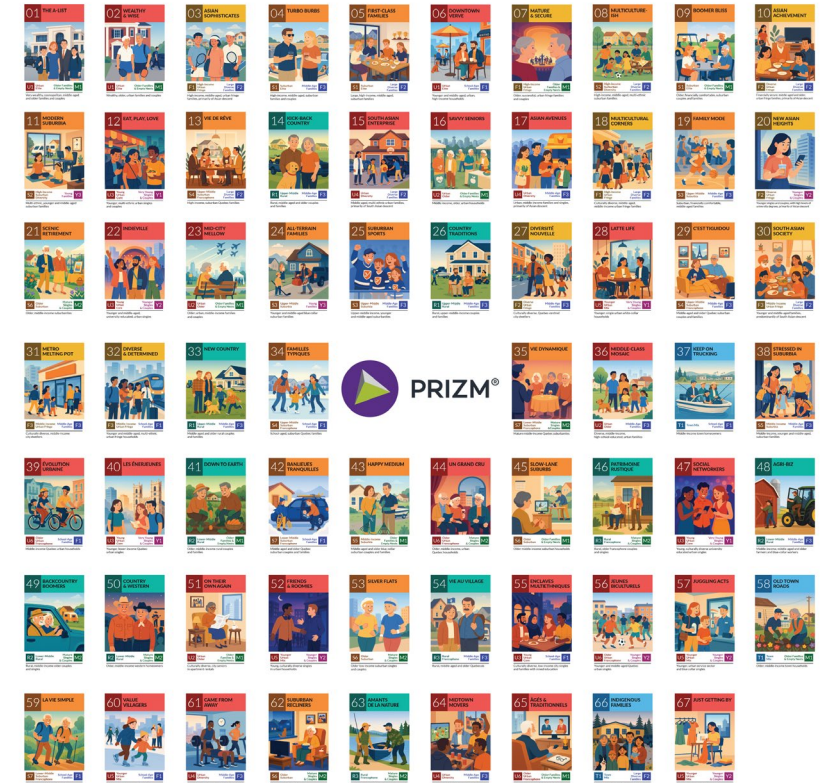
- Demographics
- Household Spend
- Polling & Survey
- Social Values
- Mover Stats
- New to Canada
- Business Insights



PRIZM Segmentation

Utilize the vast amount of data we've collected, centralized and cleaned and put it to work.

- Discover more about who we're serving today
- Find new opportunities for growth
- Leverage the information to enhance Customer Service and Marketing
- Use this knowledge to build future energy products and home service offerings.



Connecting the Dots



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Bringing the Data Together



Integration points for data sets



Pattern analysis



Combined data sets and realizing the benefits of the build



Next steps



Questions?



Jonathan Benallack

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