

Data Driven Decision Making: SMB Customers

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February 15, 2022

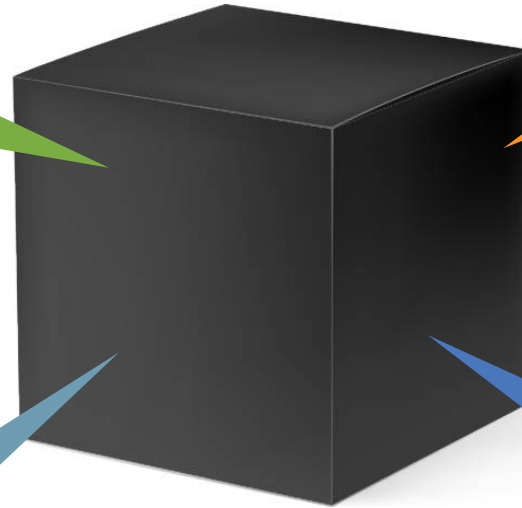
Challenge: Unknowns of the SMB market

Where to draw the line between SMB and large C&I?

Can we offer them any other savings options besides LIGHTING?

What customers have a higher likelihood to adopt energy savings measures?

How do we target the right customers for EWR programs?



Objective: Increase SMB participation



Offer the
right program



To the right
customers



At the
right time



In the
right way

The Data Science Approach



Local Market
Features
Firmographics and
Building Attributes

Interaction Behavior

Energy Usage Behavior

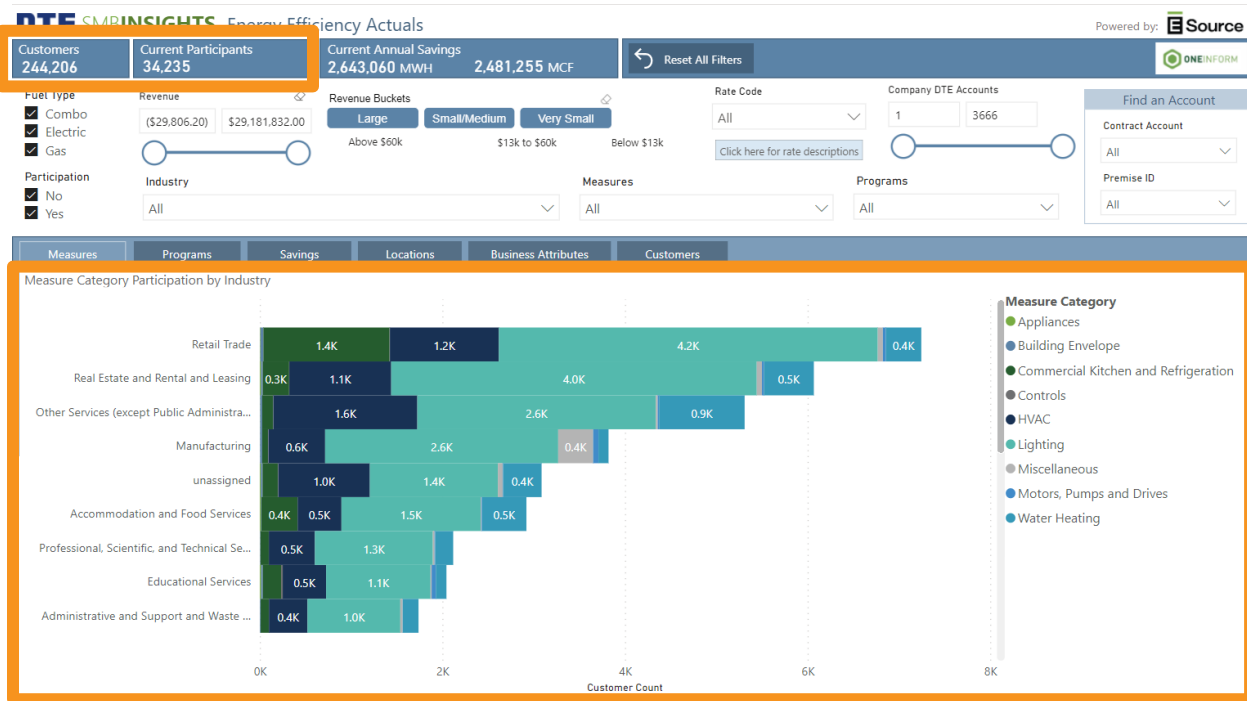
Industry Attributes

Example Use Case

Objective: Launch a high impact, targeted direct mail campaign.

What we know today:

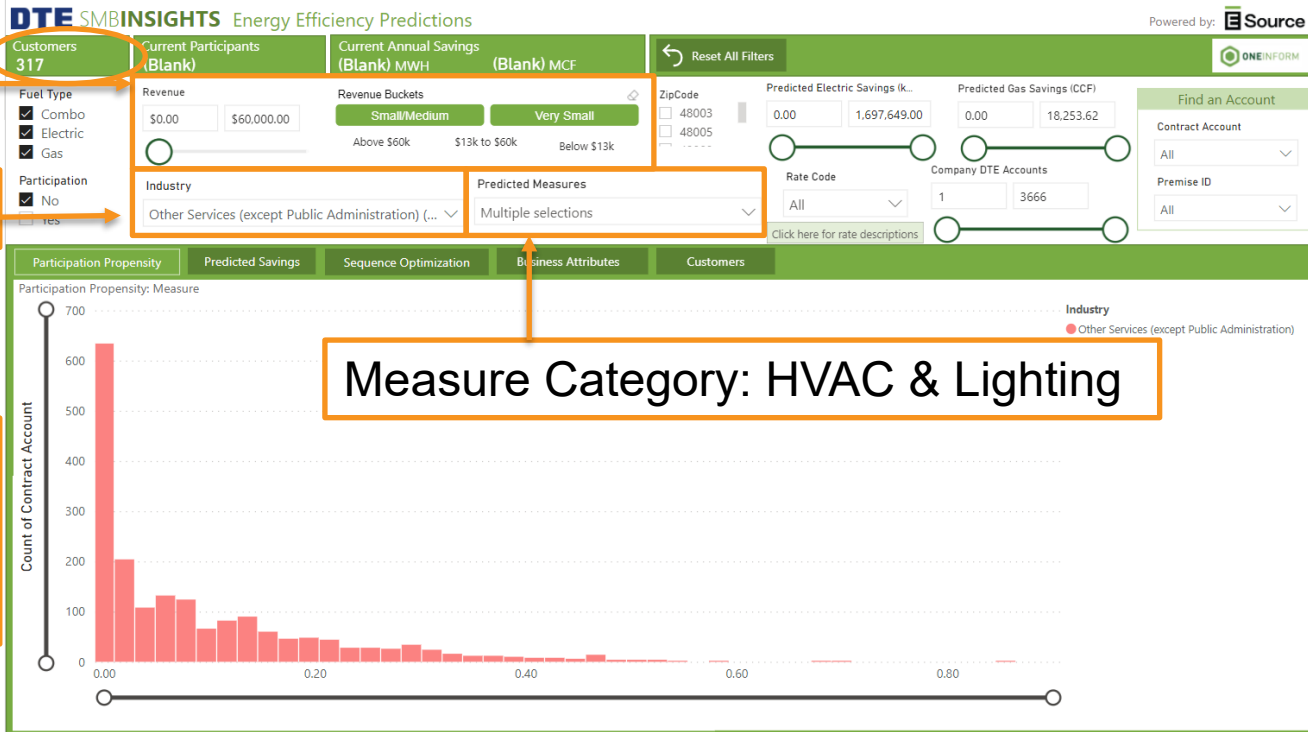
- Total of 244,206 C&I, SMB customers
- 14% of customers have participated in an EWR program
- HVAC and Lighting have the highest participation and savings



Revenue: \$0 - \$60,000

Industry: Funeral Homes

List of potential customers went from 244, 206 to a narrowed down list of 317 customers



So, now what?

We can narrow the list down further....

Out of 317 potential customers within the funeral services industry, we can run the customer list and target customers with a propensity score of .4 or higher.

DTE SMBINSIGHTS Energy Efficiency Predictions Powered by: **E Source**

Customers: 317 | Current Participants: (Blank) | Current Annual Savings: (Blank) MWH | (Blank) MCF | [Reset All Filters](#) | **ONEINFORM**

Fuel Type
☒ Combo
☒ Electric
☒ Gas

Revenue
\$0.00 to \$60,000.00

Revenue Buckets
☒ Small/Medium ☐ Very Small

Zip Code
☐ 48003 ☐ 48005

Predicted Electric Savings (k...)
0.00 to 1,697,649.00

Predicted Gas Savings (CCF)
0.00 to 18,253.62

Participation
☒ No ☐ Yes

Industry
Other Services (except Public Administration) (...)

Predicted Measures
Multiple selections

Rate Code
☐ ECC D3 S

Company DTE Accounts
☐ 1 ☐ 2 ☐ 3 ☐ 4

Find an Account
Contract Account: All
Premise ID: All

Click here for rate descriptions

Participation Propensity	Predicted Savings	Sequence Optimization	Business Attributes	Customers			
Count of Contract Accounts with Same Business Partner	Predicted Gas Savings	Predicted Electric Savings	Propensity Score - Any Gas Measure	Max Propensity Score - Selected Measure Category - Gas	Propensity Score - Any Electric Measure	Max Propensity Score - Selected Measure Category - Electric	Selected Predicted Measures
3	895.75	11,019.11	0.15	0.12	0.86	0.71	Lighting; HVAC
1		42,457.29	0.00		0.60	0.55	HVAC; Lighting
1		31,112.99	0.00		0.54	0.48	HVAC; Lighting
1		27,898.94	0.00		0.54	0.53	HVAC; Lighting
1		22,943.83	0.00		0.51	0.49	HVAC; Lighting
3		65,209.57	0.00		0.51	0.48	HVAC; Lighting
1		18,719.26	0.00		0.50	0.48	HVAC; Lighting
1		19,798.07	0.00		0.48	0.43	HVAC; Lighting
5	1,096.69	130,471.03	0.11	0.09	0.48	0.47	Lighting; HVAC
1		19,375.12	0.00		0.48	0.43	HVAC; Lighting
1	901.95	20,551.19	0.34	0.21	0.48	0.46	Lighting; HVAC
1		25,310.17	0.00		0.46	0.45	HVAC; Lighting
1		20,265.83	0.00		0.45	0.45	HVAC; Lighting
1	736.84	11,273.88	0.09	0.05	0.45	0.20	Lighting; HVAC
2		23,135.10	0.00		0.42	0.39	HVAC; Lighting
3	649.37	28,693.69	0.06	0.03	0.40	0.38	Lighting; HVAC

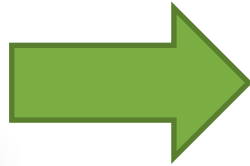


Now, we have a very specific targeted list of customers with a high likelihood to participate in HVAC and Lighting programs.

SMB Insights Tool Demonstration



Insights for Target Optimization



What's next?



**Using data to drive
decisions**



Rapid experiments



**Thorough
understanding of
cost versus benefit**



**Validating results;
increased accuracy as
models learn from
updated data**

Contact Us



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Thank You!