DATA ANALYTICS AND GEO-TARGETTING

Moderator: Robert Wirtshafter, Wirtshafter Associates, Inc.

PAPERS:

Enhancing Customer Data Analytics by Leveraging Spatial Analysis and Third-party Data
> Noel Stevens, DNV GL
> Andy McCabe, AEP Ohio
> Nathan Caron, DNV GL
> Richard Crowley, DNV GL
> Greg Gronski, DNV GL
> Leon Roberts, DNV GL

Finding Big Potential in Small Businesses: Behavior Change Opportunities and Targeting Approaches from a Statewide Study
> Eileen Hannigan, ILLUME Advising
> Anthony Fryer, MN Dept of Commerce
> Jeannette LeZaks, Seventhwave
> Scott Pigg, Seventhwave
> Scott Schuetter, Seventhwave
> Michele Scanze, ILLUME Advising

Where are the Low Hanging Fruit? Data to Help Understand Geographic and Demographic Characteristics of Households with Inefficient Equipment
> Kevin Price, Evergreen Economics
> Tami Rasmussen, Evergreen Economics
> John Cornwell, Evergreen Economics
> Mary Anderson, Pacific Gas & Electric Company

SESSION SUMMARY:

This session presents three papers that create large data sets combining spatial locations, Census data, survey responses and other information for market analysis. Papers discuss both methods for improved matching of data by location and better utilization of data for assessing market potential.