**Business Insights**

**What is Energy star?**

**“Program run by U.S. Department of Energy that promotes energy efficiency. The program provides information on the energy consumption of products and devices using different standardized methods.”**

**–** [**www.energystar.gov**](http://www.energystar.gov)

Question 1: Is there a relation in terms of Business owners with top energy scores?

Answer: The business owners of the top 5 energy scores are all multinational retail corporations, all averaging an Energy score of over 81. Each of these business owners have multiple business locations across various states.

This tells us that retail store giants like Target and Staples (among others) consider their impact on the environment and keep up with energy scores while incorporating electronics and products, maintenance, and replacements as well.

Question 2: How is the energy score determined or impacted by the type of property?

Answer: Even though the commercial properties from our dataset have higher spaces being covered compared to the any other properties like residential spaces or educational institutions, they tend to have a higher energy score compared to the other property types.

From this, we are inferring that there is more awareness of commercial companies having a bigger impact with their energy consumption on the environment and the costs that come with it, by using the most energy efficient products.

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Question 3: Do states impact the energy scores?

Answer:

As per our data, we infer that the properties on the Eastern Coast of USA have higher energy scores than the rest of the Country. States like New York, Ohio and North Carolina are a part of the Top 10 states having the highest averages of energy scores.

An exception to this inference may be the bigger states with higher populations – Texas and California come in the top 10 even though it is in in the Southern and Western Coast of the Country respectively, also being 2 states with hubs for a lot of businesses head quarters.

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Question 4: What are the top 5 Property types average energy star scores?

Answer:

1. Multifamily housing – energy score :90

2. K-12 school – energy score : 88

3. Supermarket : 87

4. Office : 84

5. Retail stores : 81

Multifamily houses, being smallest in area, have lesser energy consumption, and are more energy efficient having to only cover a small space.

All the others are commercial areas covering larger spaces, hence are slightly lower in energy star scores.

If we go lower in the scores, the area does get larger, warehouse, both air conditioned and freezer insulated, and non-air conditioned, processing plants, manufacturers, etc

\*\*Will have to change q5 (including tableau) as missing values in “property managers”, will give inaccurate outcomes:

Question 5: What kind of property managers have the most energy star-certified properties?

Answer : The top 5 property managers, managing the most energy star-certified properties are all Multinational companies :

\*\*potential question in regards to area impacting energy score\*\*

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OVERALL OUTCOME:

* If one wants to open a retail company or organsation, they will benefit from getting products with high energy score certifications.
* Impact on goodwill of the organisation.
* Getting a sizable area for said business or corp which will impact energy consumption too.