

# Harnessing Customers Insights

By IRFAN ELAHI



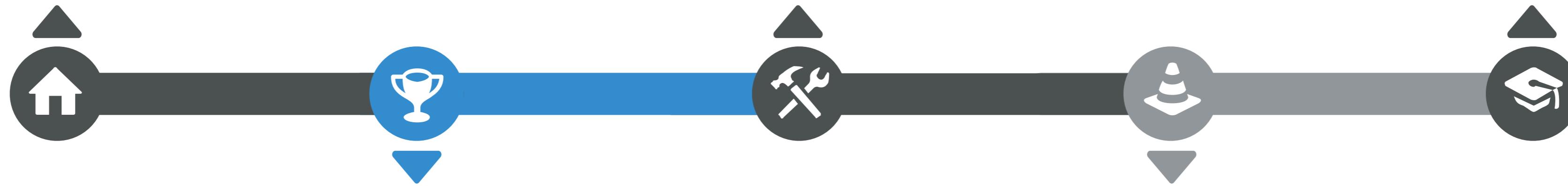
# What to expect:

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Insights from the past

Red Flags: Losses

Preparing for Future!



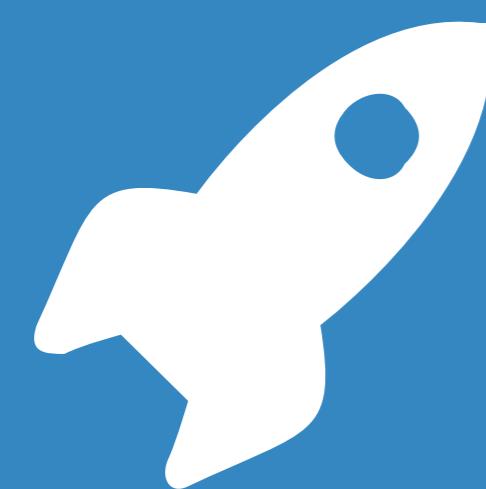
Discriminating

Red Flags: CRM



# Insights

From the past



# Number of Disconnection Requests over the years

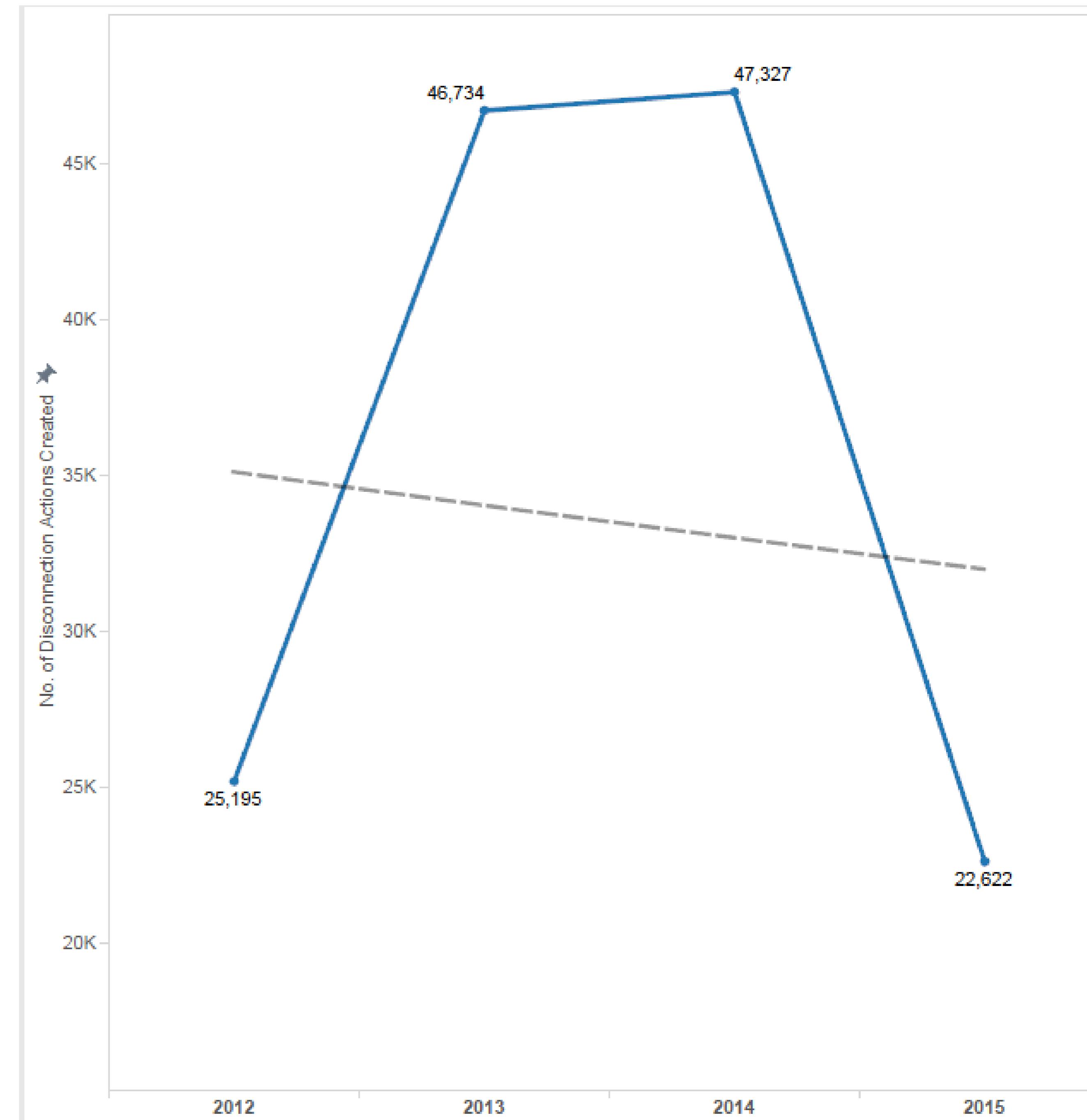
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From 2012 to 2013: Sharply Increased

From 2013 to 2014: Increased Slowly

From 2014 to 2015: Decreased Sharply

**Takeaway:**  
Disconnection Requests  
decreasing!



# Number of Disconnection Requests over the years by Quarters:

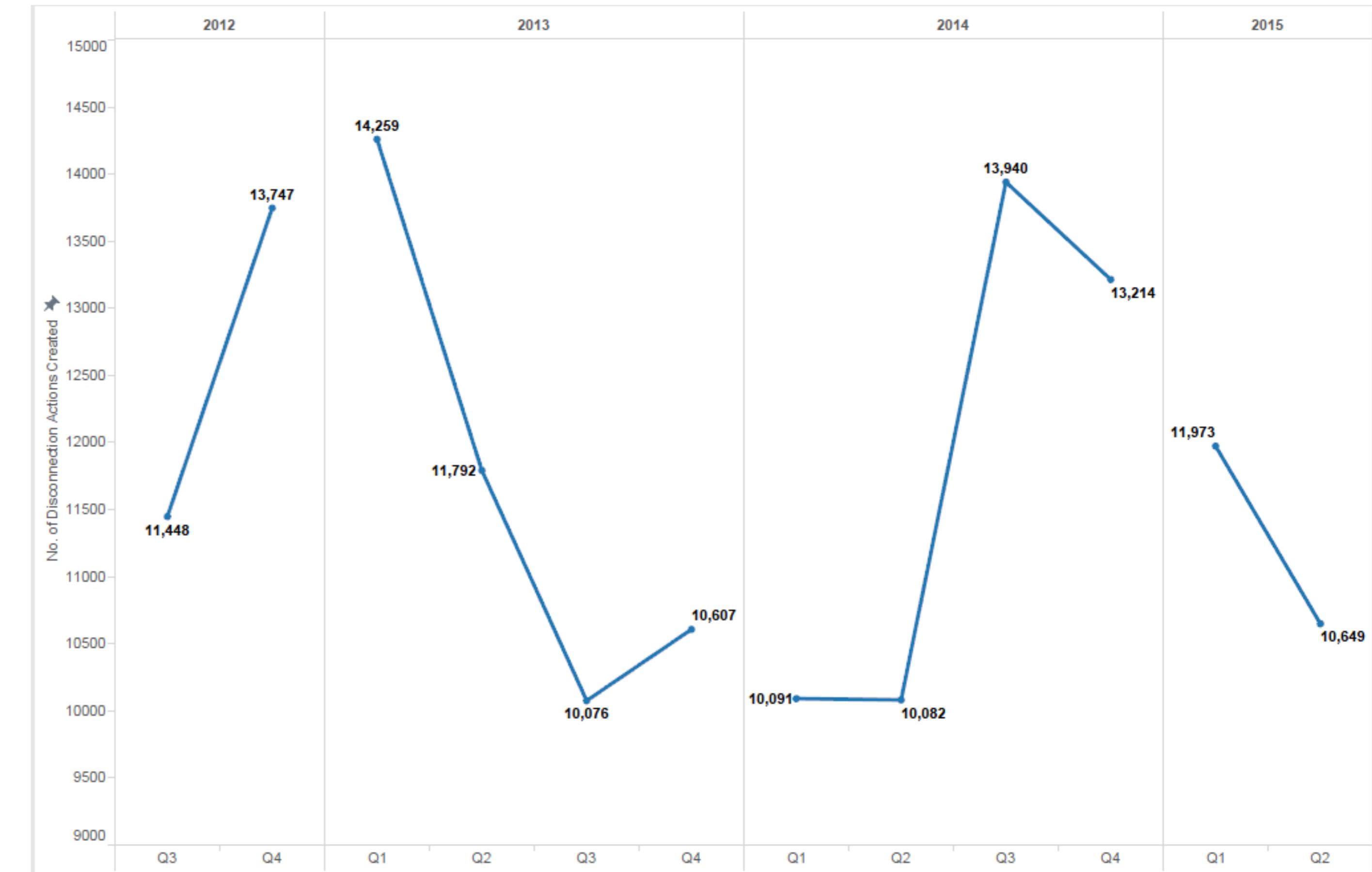
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A sharp decline from Q1 to Q3 of 2013

A sharp increase from Q2 to Q3 of 2014

## Questions:

What caused these anomalies?



# Number of Disconnection Requests over the years by Quarters:

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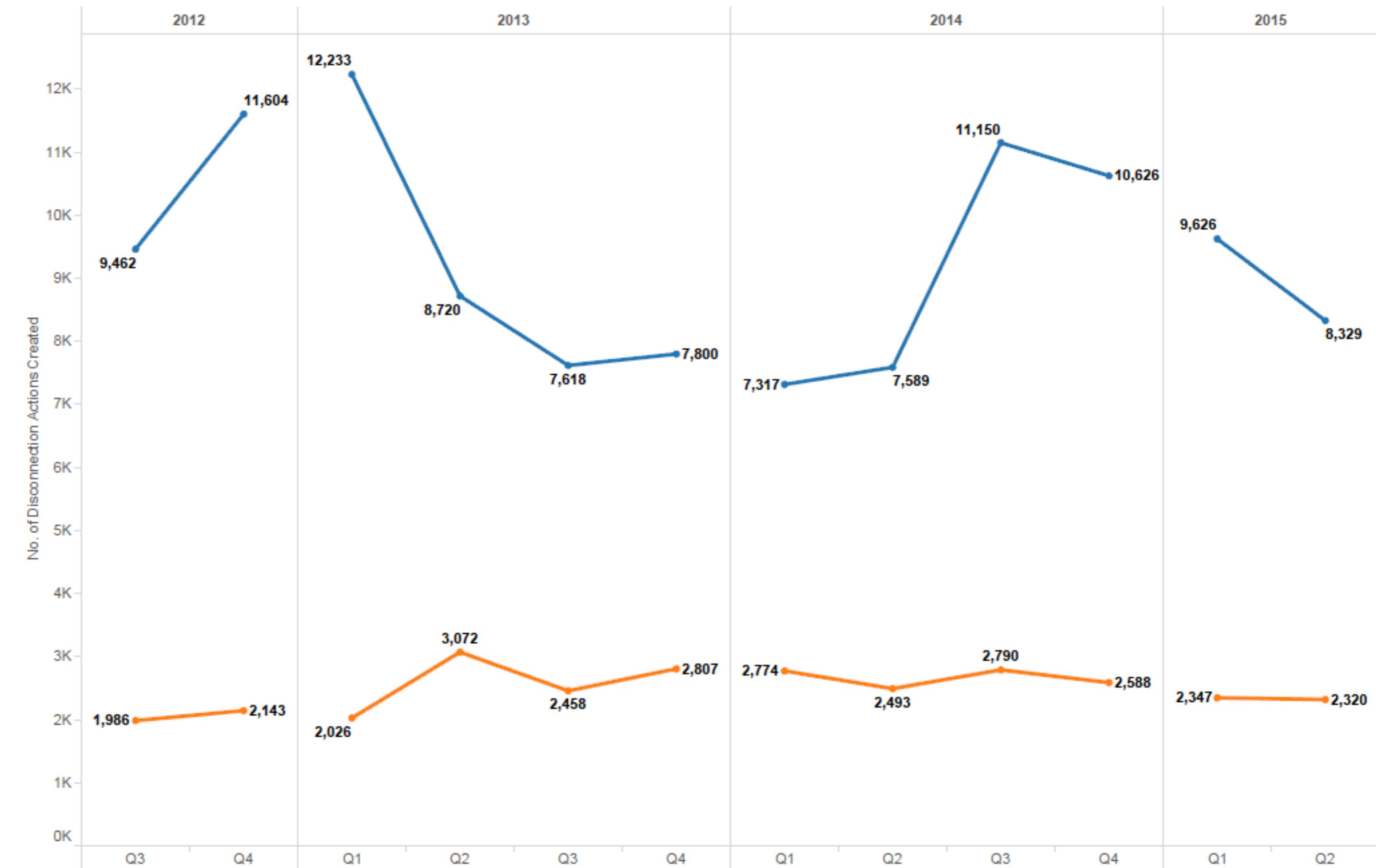
**NORMAL CUSTOMERS** have strong fluctuations

**DEAR CUSTOMER** behavior remains stable overall.

**DEAR CUSTOMER: Those who are illegally using/stealing the energy without paying anything.**

## Takeaways:

If a recent surge or decline is observed, its majorly due to **NORMAL CUSTOMERS** instead of **DEAR CUSTOMERS**.

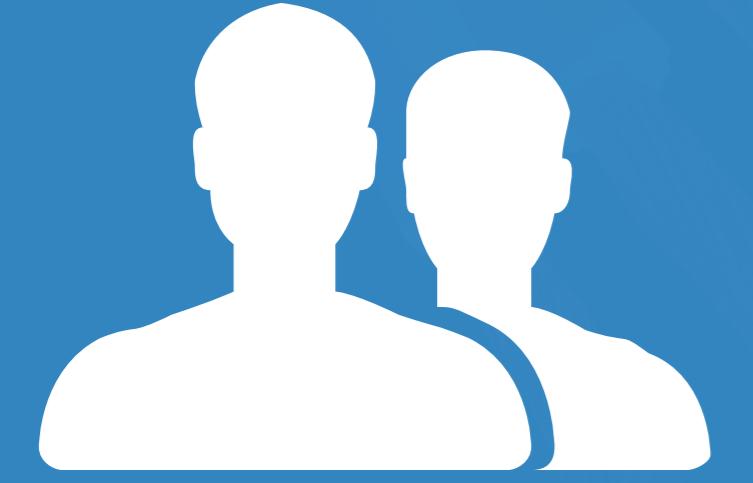


# Behavior of Disconnection requests over time w.r.t states

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Overall, NSW and VIC behave the same whereas QLD and SA are somewhat similar





## Discrimination

Between Actual and Dear  
Customers

# Likelihood of there whereabouts:

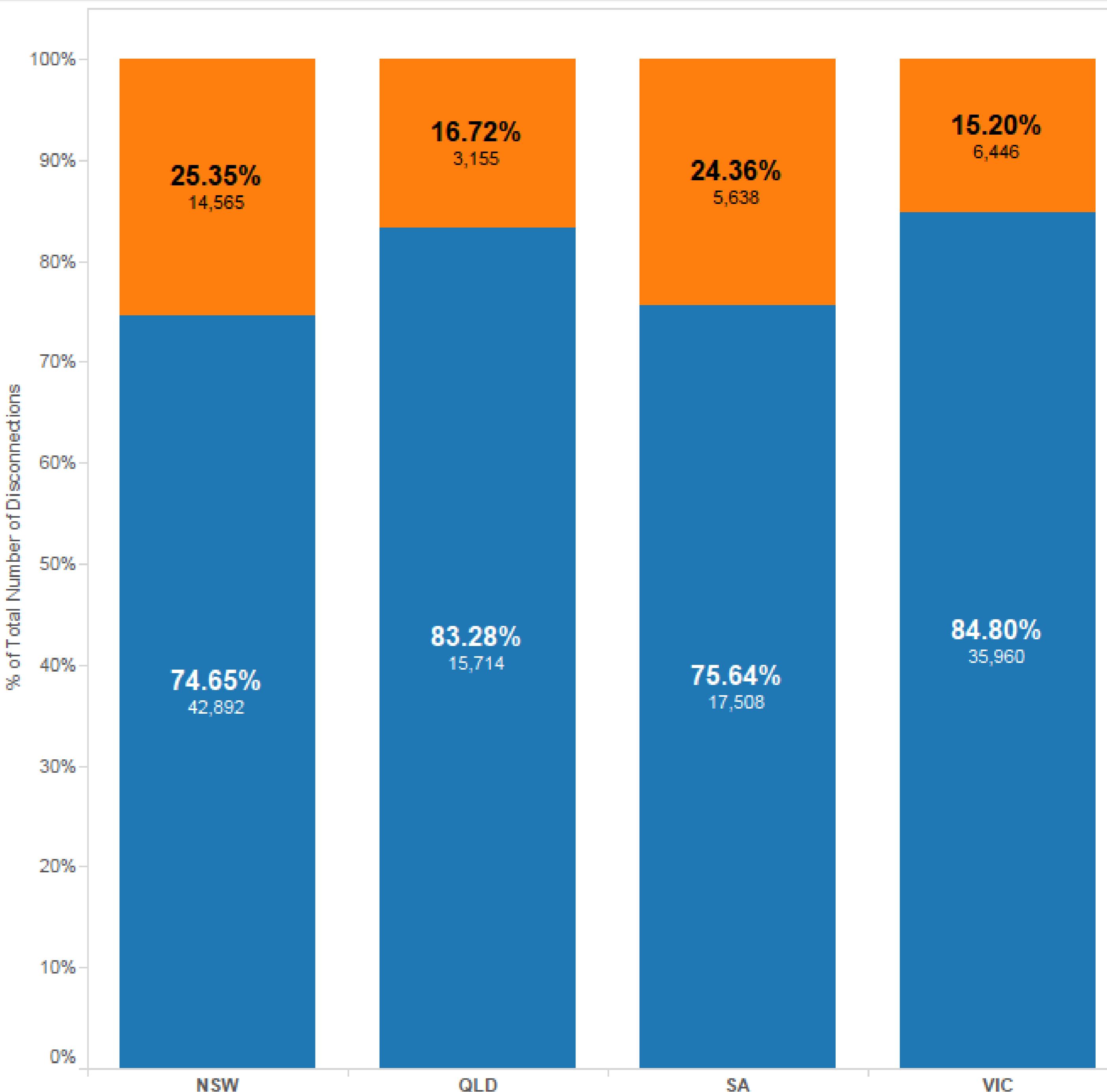
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NSW has the most **DEFAULT CUSTOMERS** followed by SA

**VIC has the least**

## Takeaways:

When signing up customers from NSW and SA, extra checks should be applied to mitigate the ratio of **DEAR CUSTOMERS**.



# Likelihood of whereabouts at CITY Level:

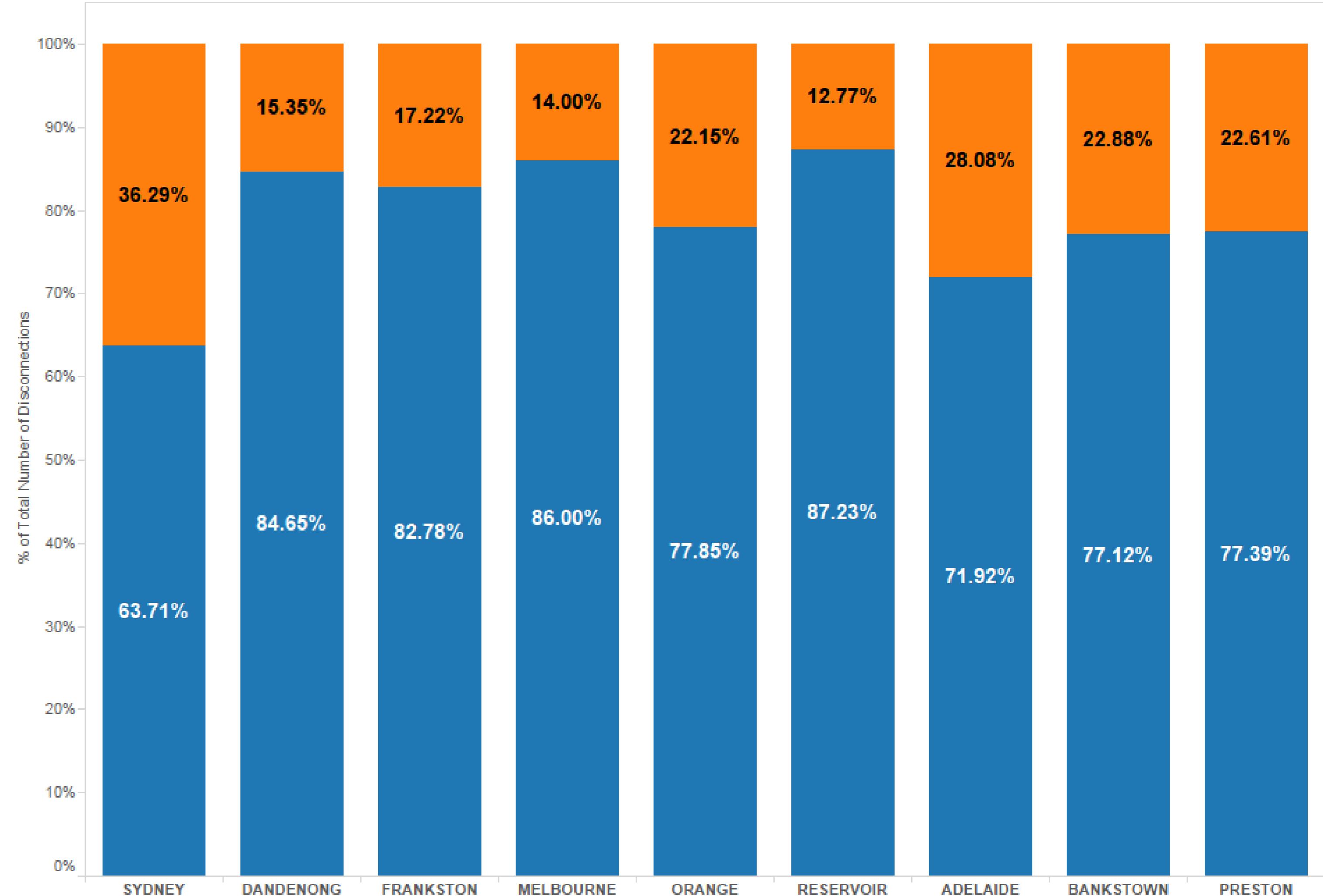
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**SYDNEY and ADELAIDE have high likelihood of Customers being DEAR**

**RESERVOIR has the least followed by Melbourne**

## Takeaways:

Extra care must be taken when signing up customers from SYDNEY and ADELAIDE.



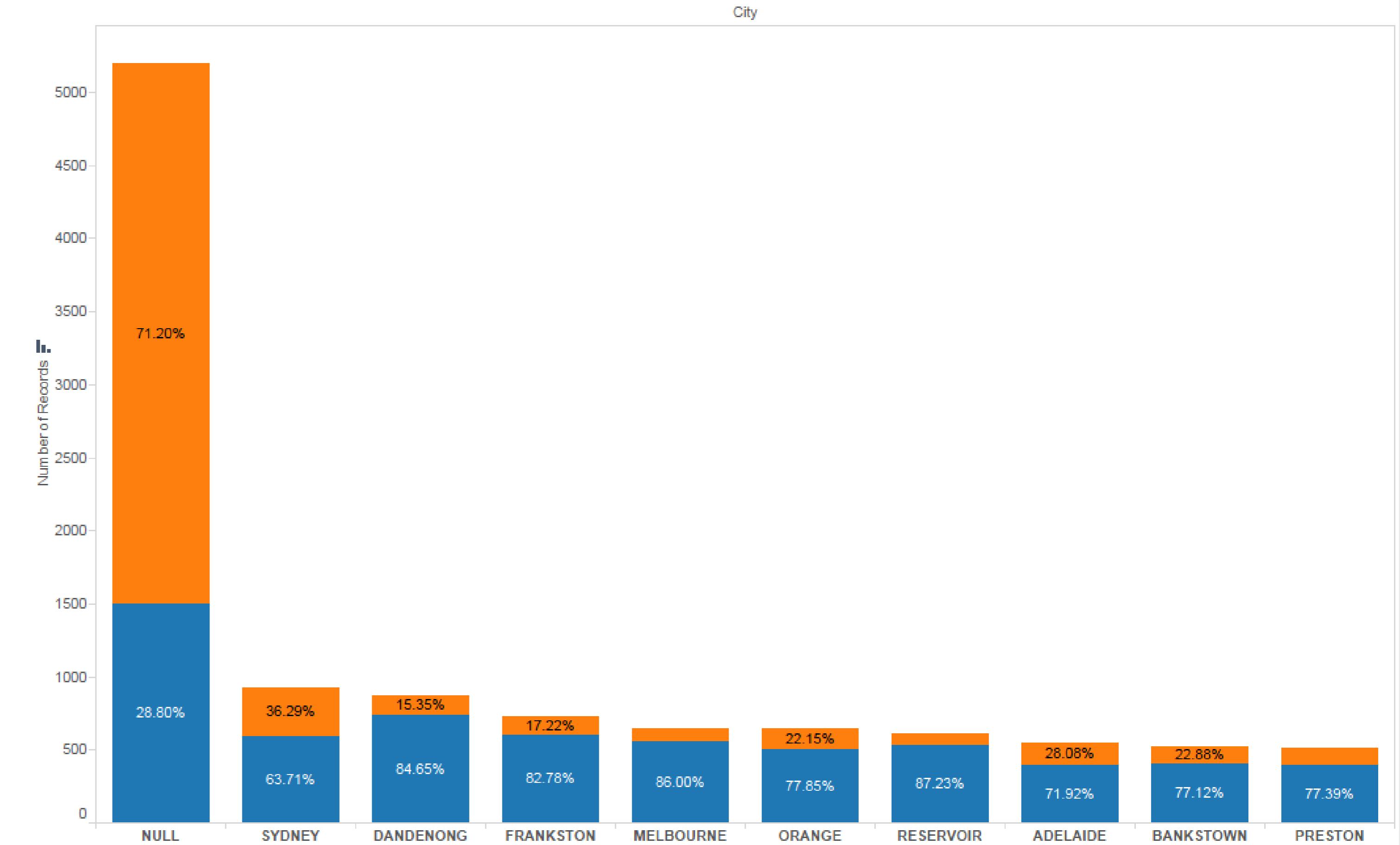
# NULL is fishy!

• • •

71.2% customers who didn't provide their city details are more likely to be DEAR.

## Takeaways:

Inspect CRM to investigate the customers who haven't provided CITY details to hunt more DEAR CUSTOMERS and mitigate them.





## Red Flags: Losses



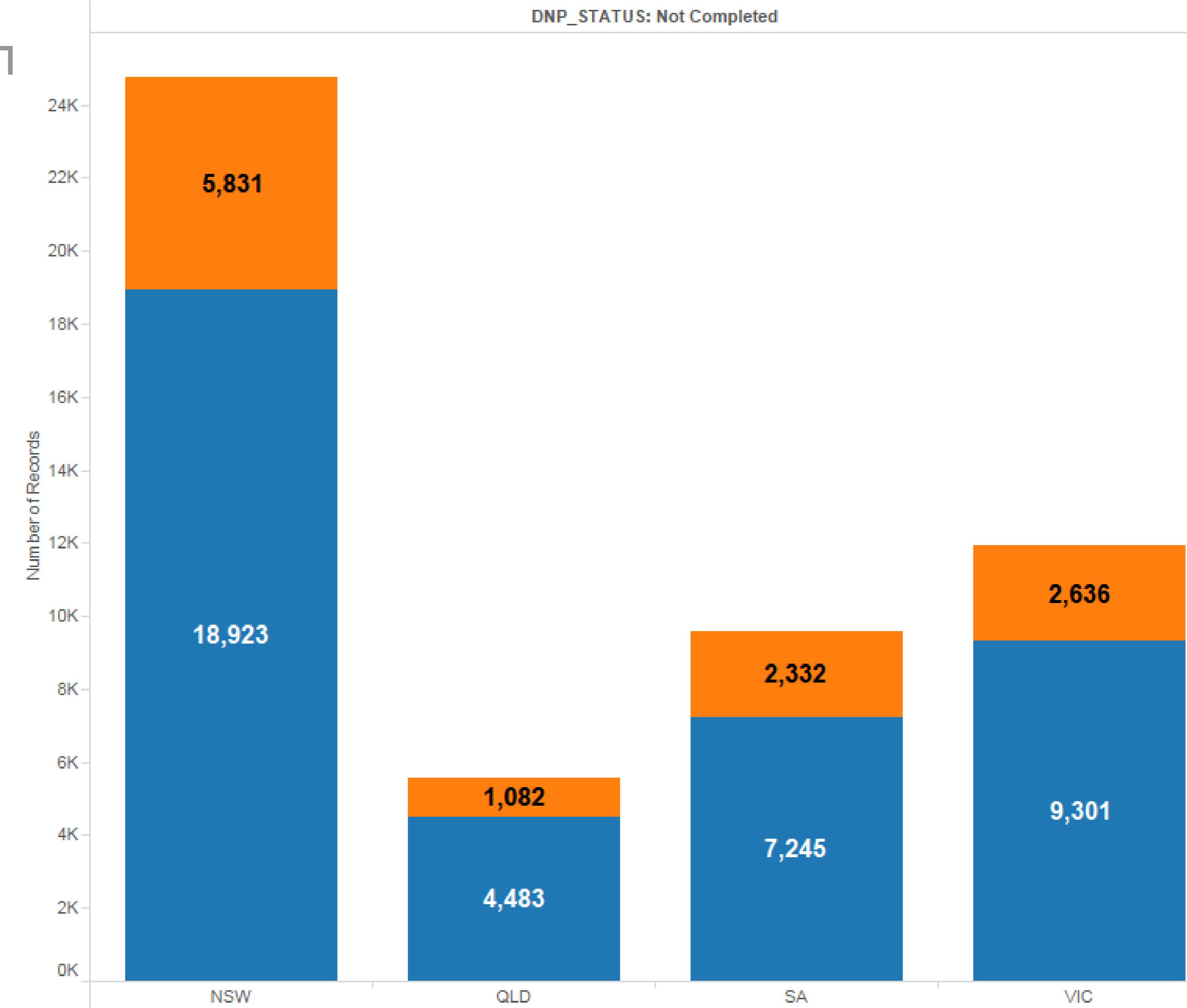
# Relationship between DISCONNECTED STATUS and whereabouts:

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Among all incomplete installations, NSW and SA have the highest likelihood of having DEAR CUSTOMERS.

## Takeaways:

Inspect CRM to analyze these segment of customers to mitigate losses.



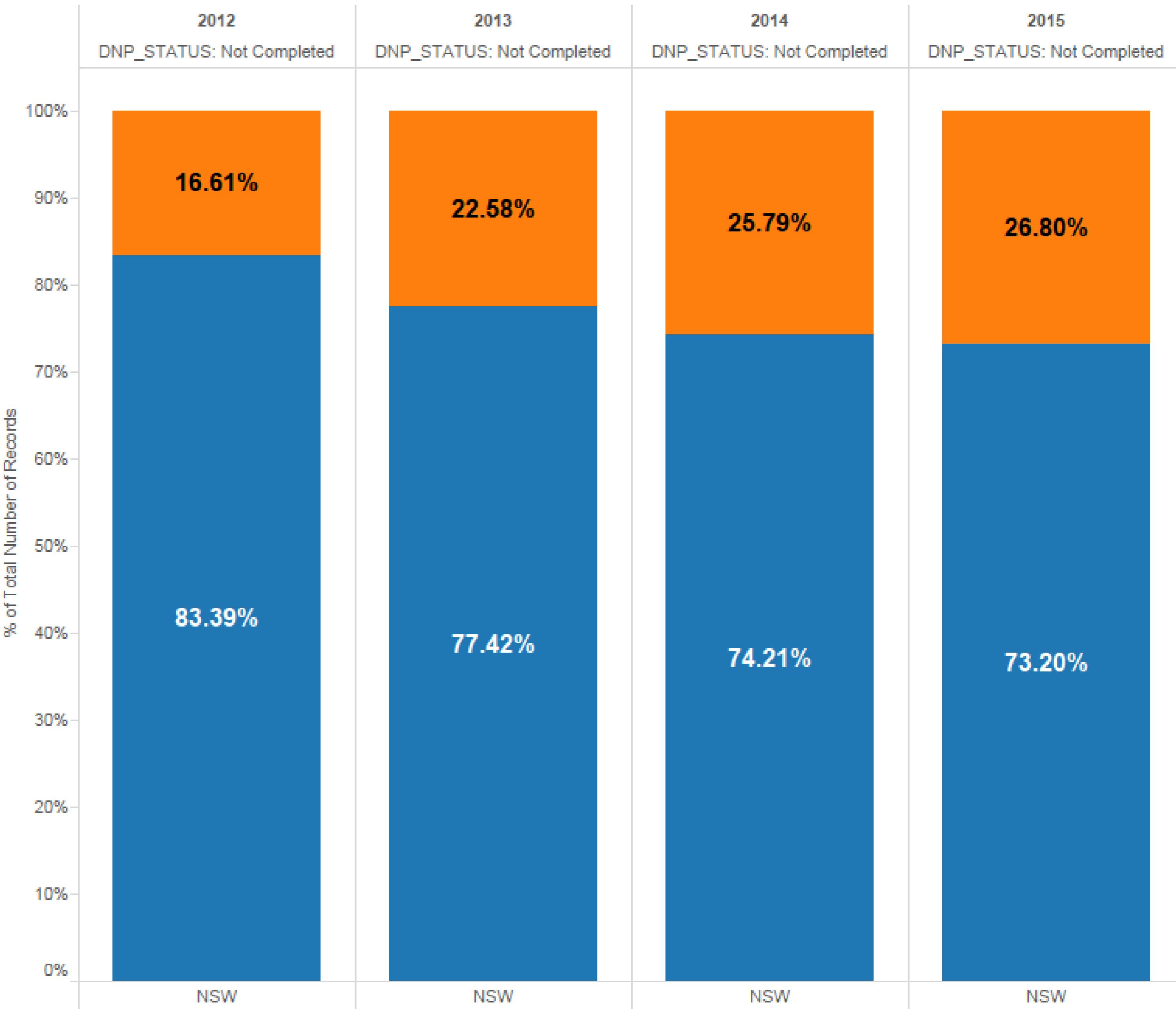
## % of Incomplete Disconnections over time in NSW:

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**% of Incomplete Disconnections tend to increase from 2012 to 2015 thereby adding more to company's losses.**

## Takeaways:

Investigating the reasons of this phenomena and preventing future losses.



# % of Incomplete Disconnections and Networks:

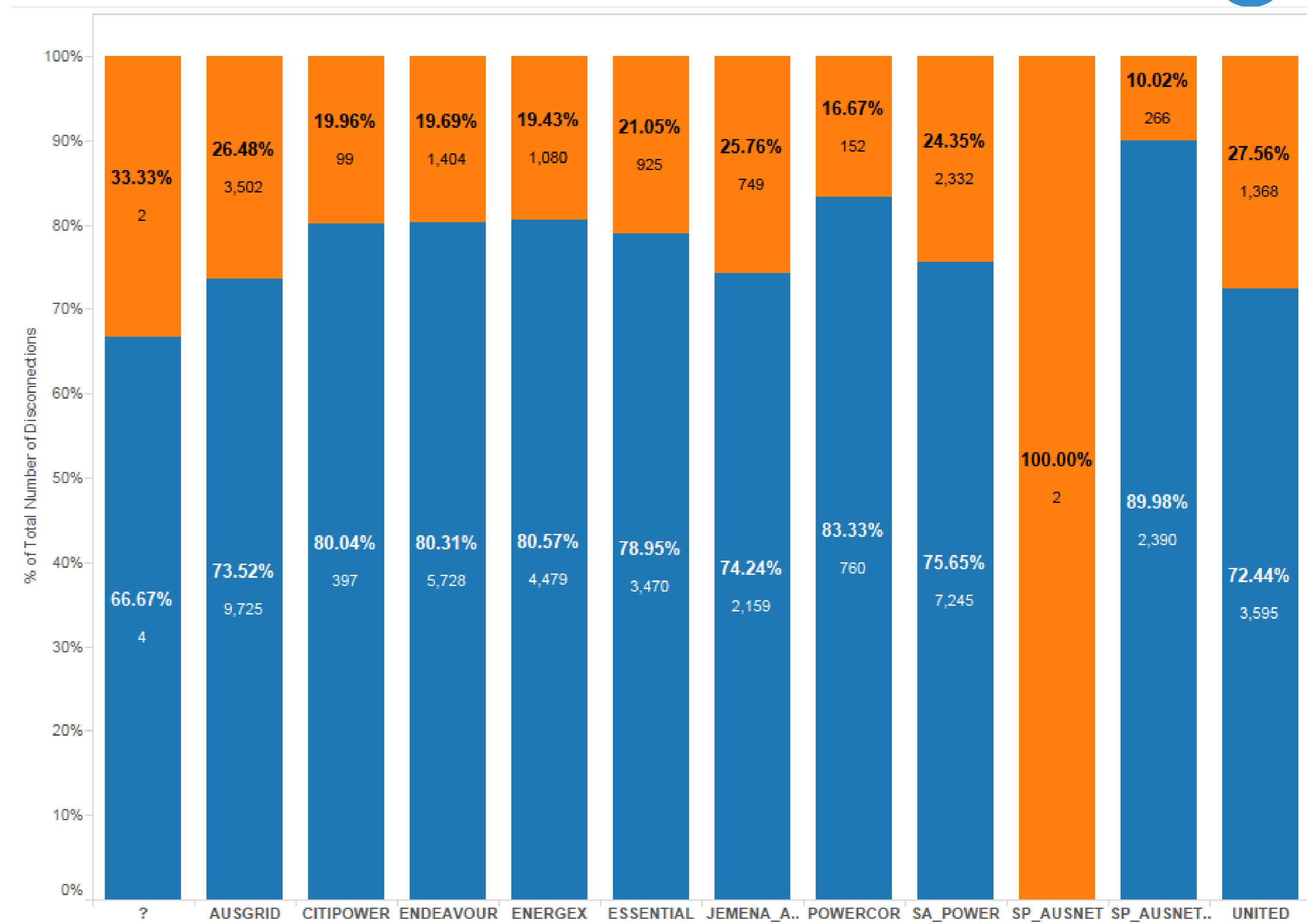
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**Connections provided via SP\_AUSNET has 100% incomplete disconnections among DEAR CUSTOMERS**

**Also unknown Network have a lot of incomplete disconnections among DEAR CUSTOMERS.**

## Takeaways:

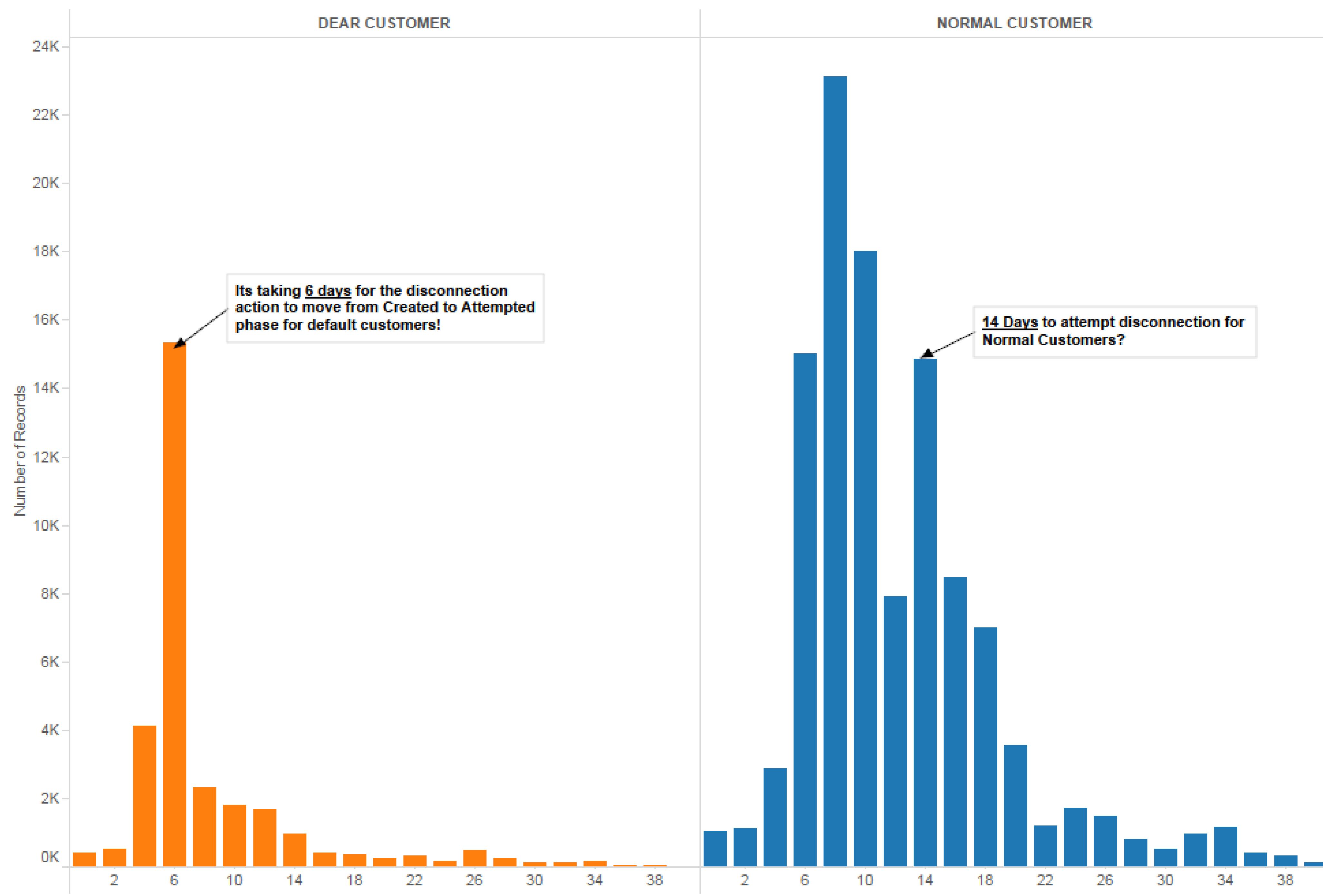
Investigate that why SP\_AUSNET has issues with disconnections and figure out the ? network





## Red Flags: CRM





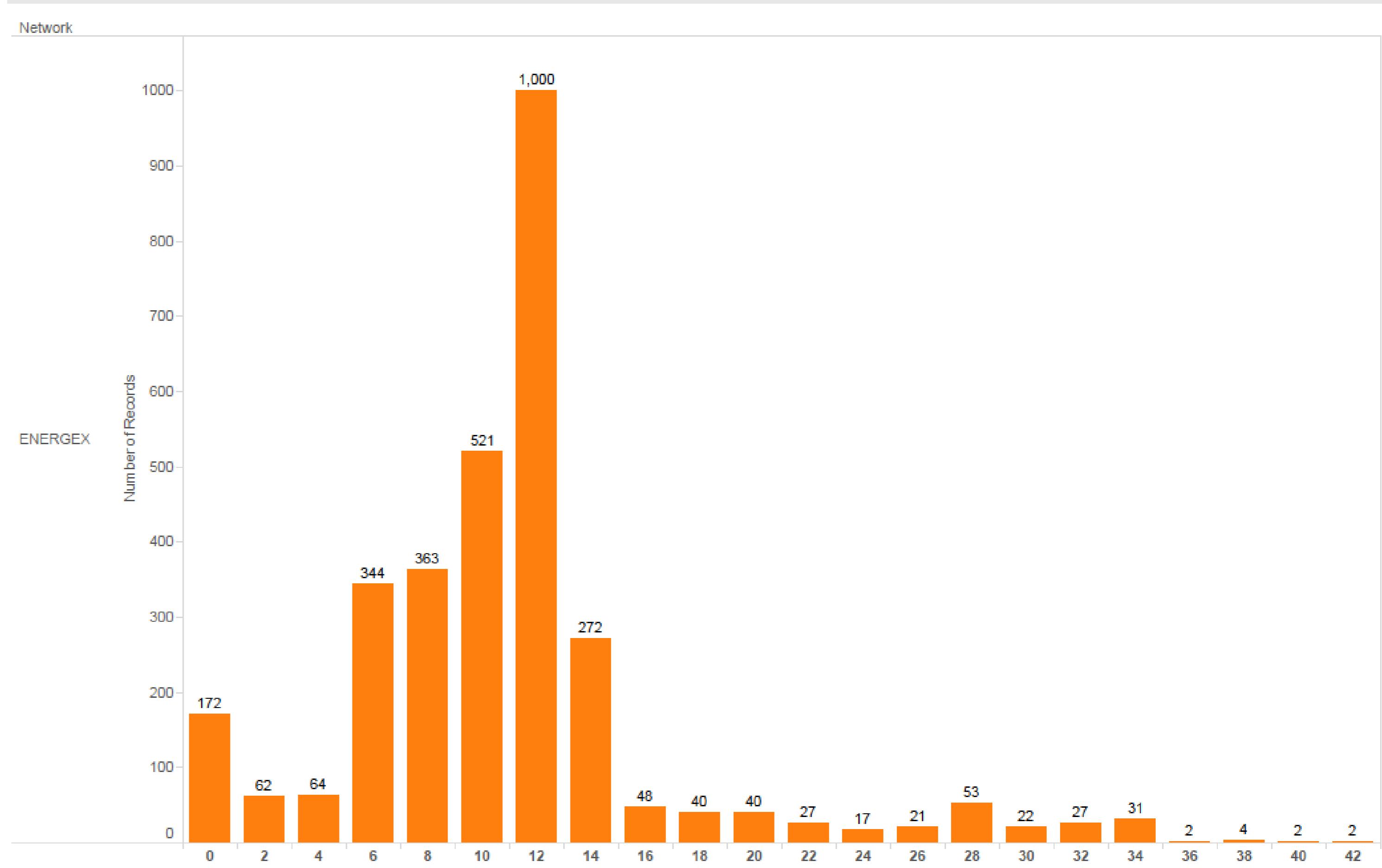
# Time to disconnect on ENERGEX Network

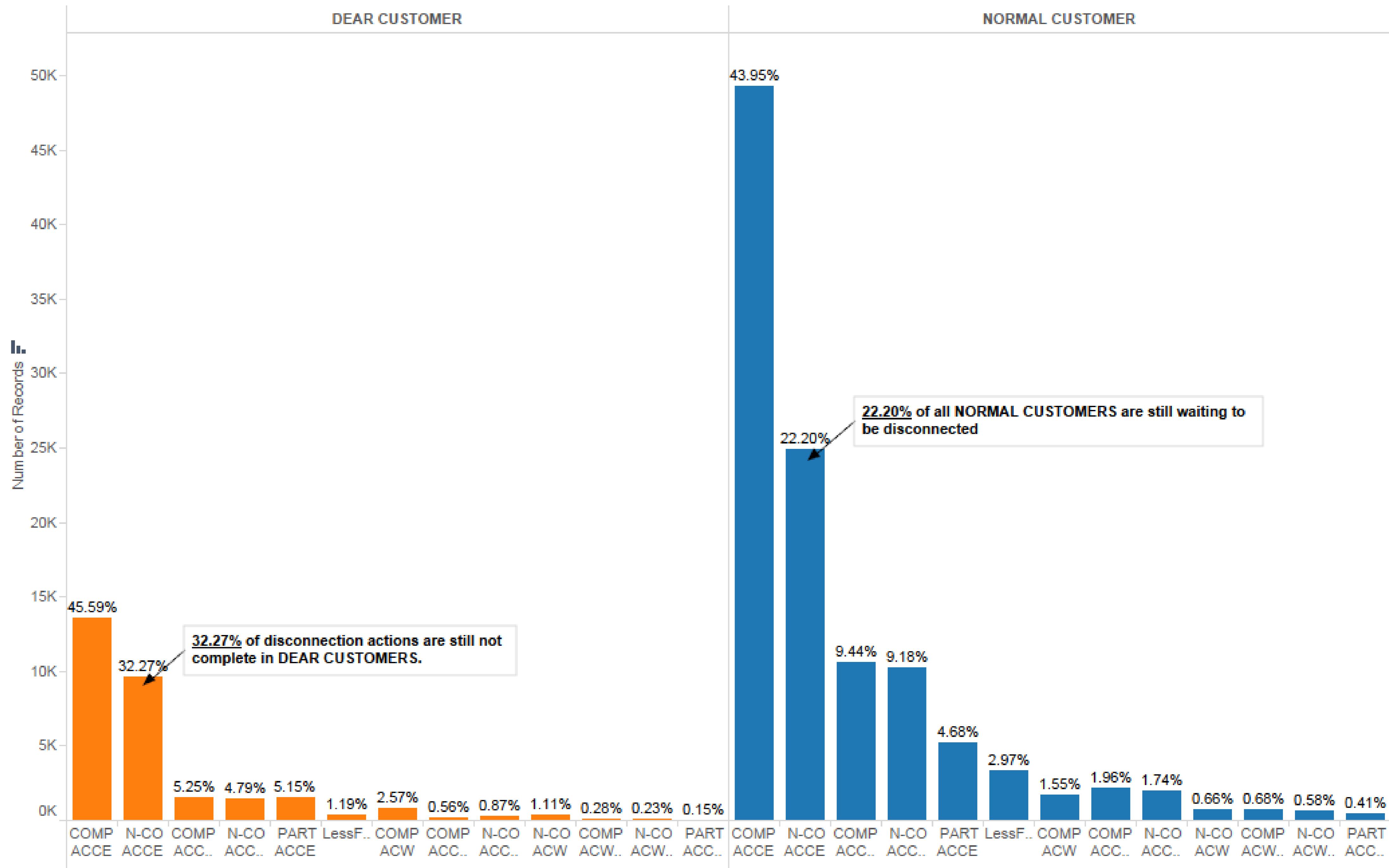
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**It takes around 12 days to attempt disconnection for DEAR CUSTOMERS on ENERGEX**

## Takeaways:

Investigate the reasons and reduce this time to save losses.





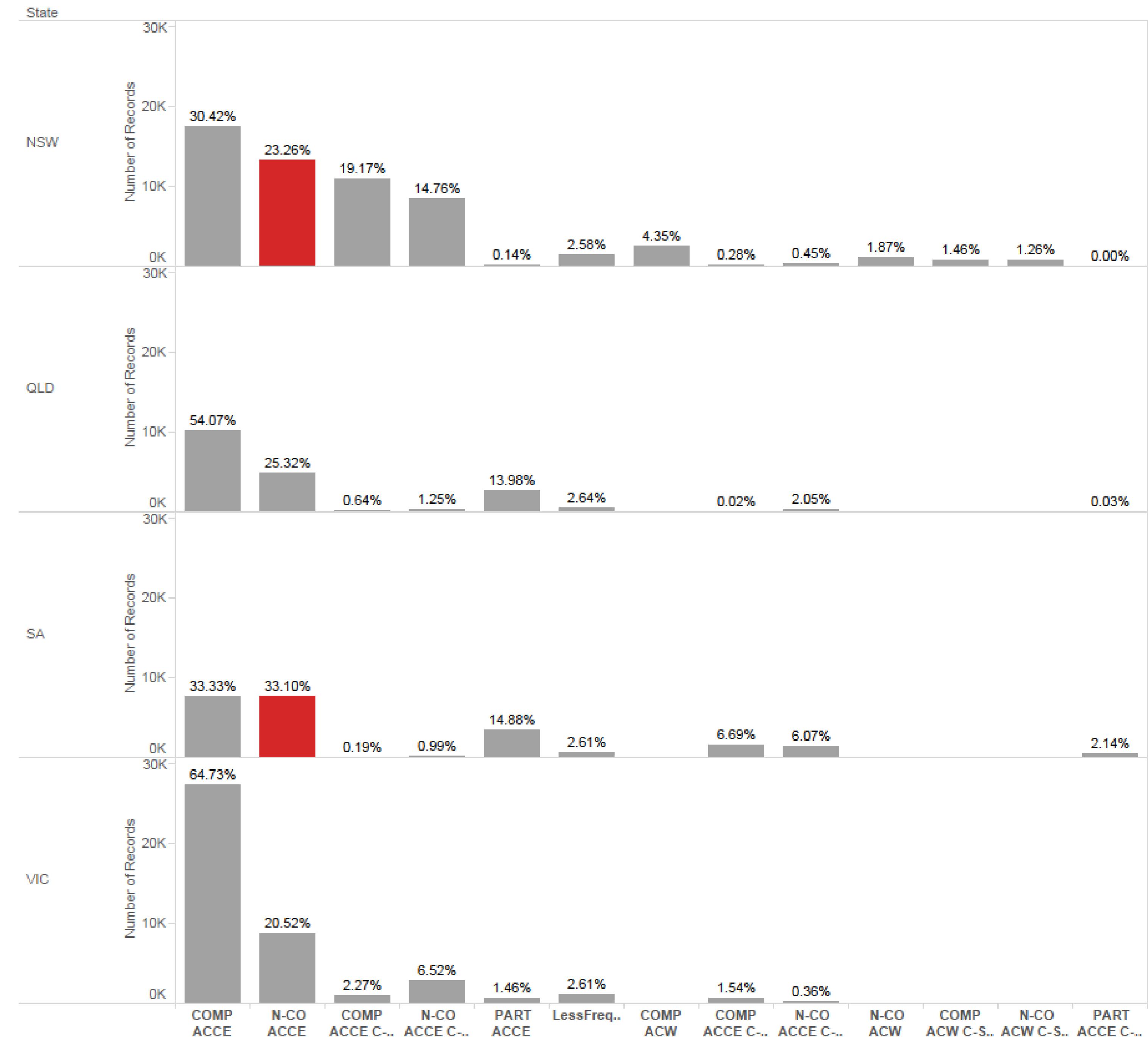
# Incomplete Disconnections and Networks:

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NSW and SA have the most Incomplete disconnections still pending compared to other states

## Takeaways:

Investigate the reasons and allocate more resources to commission the disconnections.





**Future**

## Significant Factors for DEAR CUSTOMERS:

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Factors that increase the likelihood of being a DEAR CUSTOMER

STATE: SA

STATE: NSW

NETWORK: AUSGRID

DNP\_STATUS: Not Completed

## Takeaways:

Investigate the reasons and allocate more resources to commission the disconnection.

## Associations of factors with being a DEAR CUSTOMER:

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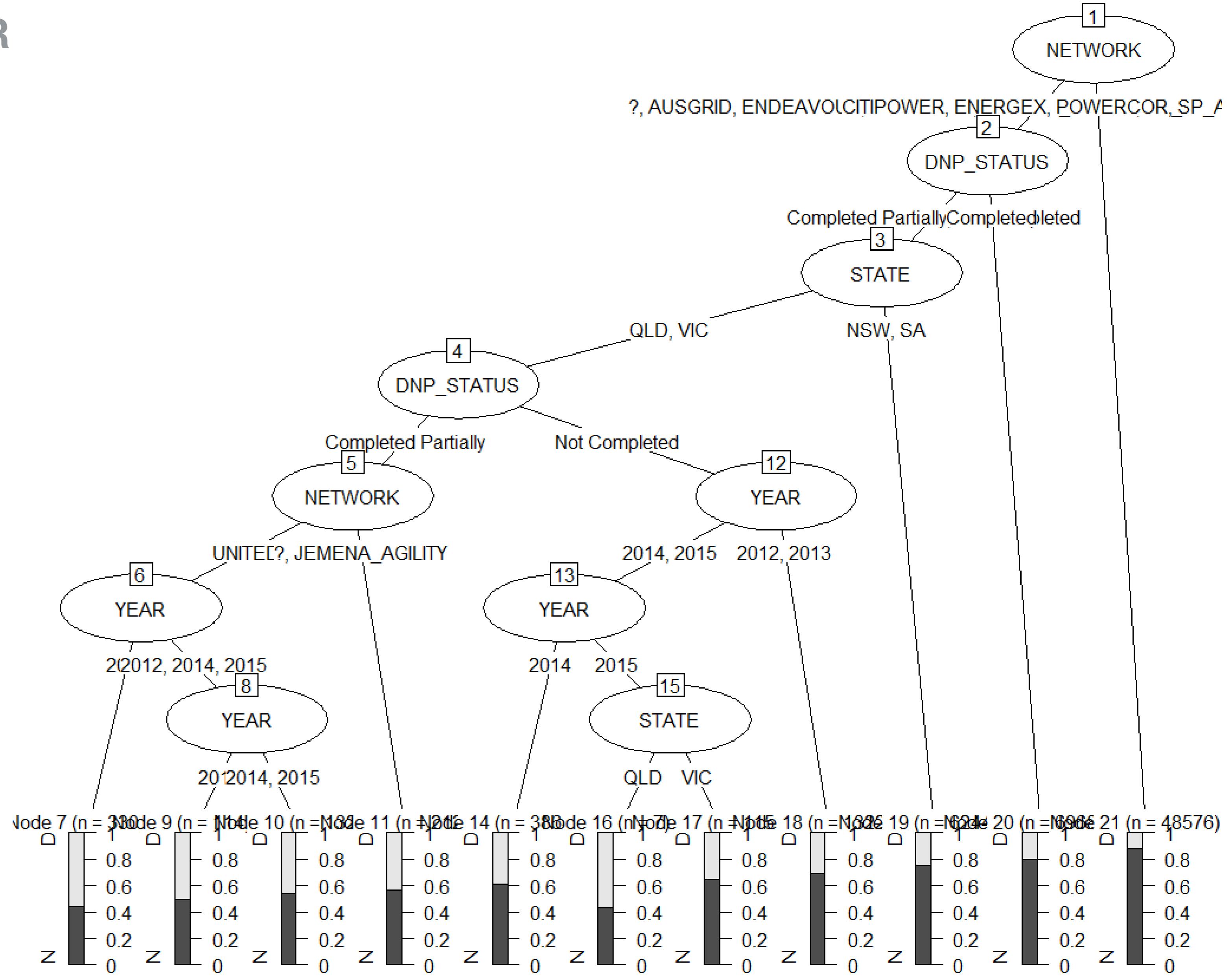
Association Rules for DEFAULT CUSTOMERS:	
{DNP_TYPE=FUSE, DNP_STATUS=Not Completed}	51%
{DNP_TYPE=FUSE, DNP_STATUS=Not Completed, BPKIND_CURRENT=DC}	49%
{DNP_STATUS=Not Completed, COMBINE=N-CO ACCE}	48%
{BPKIND_CURRENT=DC, COMBINE=N-CO ACCE}	45%
{DNP_TYPE=FUSE, COMBINE=N-CO ACCE}	44%

## Takeaways:

Using these rules to identify DEAR  
CUSTOMERS to mitigate losses

# Recursive Decisions to identify DEAR CUSTOMERS:

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## Takeaways:

Using these rules to identify DEAR CUSTOMERS to mitigate losses

# Improvement Recommendations

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**Creating Interactive Dashboards for more engaging analysis**

**Integrating demographics details for more in-depth insights**

**Performing Cohort Analysis to gain more insights**

# THANKS FOR ATTENDING

Questions?



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