

21st March 2023

Suspected EV Customers Challenge



Challenge ?

- Based on market research, Ireland (ROI) has 70,000 Electric Vehicle(EV) Customers who own an EV. Energia has 10% of those customers. But we could only identify around 2.4K EV Customers from our database as they are on EV Tariff.
- Rest of the customers may own an EV but are not on EV Tariff and that's what brings us to this challenge.
- Our challenge is to find rest of the suspected EV Customers (Customers who own EV but are not on 'EV Tariff')

Data

- To help with this challenge , we have billing data for every customer since 2021.
- Every customer is billed every 2 months, so in a year we have 6 billing data for every customer. The data which will be provided will have 26 Months of billing data that is until Feb 2023.
- To futher assist in the analysis, we will also be providing some additional data points
- Not Every customer joined at the same time, so this data may vary upon customer to customer based on their Date of joining Energia.
- Also, there might be anomalies in the data where billing data might be missing in between the tenure.

Data

Data Point examples (All the data provided will be Active Customers) –

Bill_1_2021 – Usage data in KWh for first bill(Jan + Feb) in 2021, similarly **Bill_2_2021** would be second bill in 2021, **Bill_1_2023** is first bill in the year 2023 and so on. (So if a customer has joined mid 2021, so that customer will not have like first 3 billing data for the year 2021.) In total there are 13 columns of billing data. 6 columns from 2021, 6 from 2022 and 1 from 2023

EV_New_or_Old - Whether the customer was previously energia customer and switched to EV tariff at some point or if the customer is a New Customer and opted for EV Tariff.

StartDate – Start Date of the Customer

agedband – Age band of customers

signedUpGroup – Channel data through which the customer was acquired like Field Sales, tele Sales, Web , etc

Data

title – Mr/Mrs/Miss, etc

Mosaic Type – Customer segmentation data set.



EV - Whether EV Customer or Not (Y/N)

ContractStartDateEV – Start Date of EV tariff contract (only for EV, will help to identify when did the customer switch to EV)

ContractStartDate – Start Date of contract (Start date of contract in general)

ContractEndDate – End Date of contract (End date of contract in general)

Mosaic Ireland

Groups and Types

A Established Wealth	A01	Exclusive Circles	Households with the highest wealth, living top-spec lifestyles in expensive urban homes
	A02	High-Flying Families	Accomplished professionals bringing up families in upscale modern homes built on the rural edge of cities
	A03	Professional Symphonies	Professionals in their later career or retirement who live in superior suburban homes and favour quality and service
B Suburban Success	B04	Aspiring Families	Ambitious families with school-age children in attractive, modern, peripheral estates, where salaries cover the mortgage and more
	B05	Experienced Executives	Mature parents whose solid careers have provided financial stability and comfortable homes in tree-lined outer suburbs
	B06	City Regeneration	Young couples superseding elderly residents and modernising inner-suburban homes
C City Achievers	C07	Uptown Couples	Well-informed young professionals with money to spend, living in characterful city homes
	C08	Millennial Renters	Young people renting small but attractive homes in urban locations, establishing their careers and enjoying city living
	C09	Young Tech In-Crowd	Bright young singles renting accessible modern apartments and making their mark in smart industries
D Urban Starters	D10	Heart of the Action	Independent, multinational young people living in busy central districts, with shops and bars on the doorstep
	D11	Metro Mindset	Young people living within the environs of student life while they start out on their working lives
	D12	Campus Life	Students living close to their place of study, with low budgets but lively lifestyles

What we Expect ?

To find some pattern in the usage/consumption of our EV customers and find a cohort of Non-EV customers with similar pattern , that are highly suspicious to be the EV customers.

All the best ..