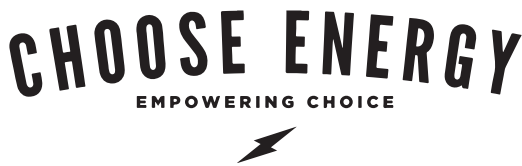


Success Story

BellaDati Solution for Market Research (Energy Market)



Source: <https://www.chooseenergy.com/blog/>



Location: California, USA
Industry: Energy/Market research

About Choose Energy
Choose Energy, Inc. owns and operates a Website that enables the customers to shop for energy rates based on price, provider, energy type, and other factors. Its Website is used to find cheaper energy for homes and businesses, compare electricity rates between suppliers, and switch energy suppliers. Serving 11 states in US. Over 1 billion KWH of energy selection occurring through ChooseEnergy platform.

Notable data sources:



Business Situation

The Choose Energy™ team was seeking to build unique platform for energy market research with significant of services based on data analytics.

- Data analytics and report distribution to energy providers and resellers
- Energy data analytics portal for homeowners and businesses
- Multiple data sources including MySQL, Excel, GoogleAnalytics etc.
- Seeking for report delivery automation via cloud

Challenges

Analytics of data from MySQL, GoogleAnalytics and multiple other sources were needed

- Provide highly interactive energy analytics reports to multiple energy resellers (web, PDF)
- Build custom analytics app for public B2C Chooseenergy portal
- Minimize the need for engineering resources in building the reports.
- Maintain quality with time-sensitive requirements.

B2B solution

- BellaDati purely web based Agile BI used by company analysts
- Analysts create and modify their own KPI's, charts based on different suppliers data
- B2B customer can access and comment on interactive branded reports
- Static PDF report delivery each week
- B2B customer can drill-down and filter up-to level of detail allowed by Chooseenergy
- Branded login for each B2B customer
- Data are joined and consolidated in BellaDati DWH from multiple data sources

B2C solution

- Custom analytics apps for B2C portal
- BellaDati SDK/API used
- Filtering and drill-down of energy price by state, year, energy type
- Single button control for consumer

Why BellaDati

"During our search, we were able to determine exactly what was being offered, unlike competitors. BellaDati offered us a 'good value for money' and 'easy-to-use' solution and they provided us with timely support allowing us to quickly get reporting up and running. Using these insights, we were able to identify and recover revenue we would otherwise have missed."