

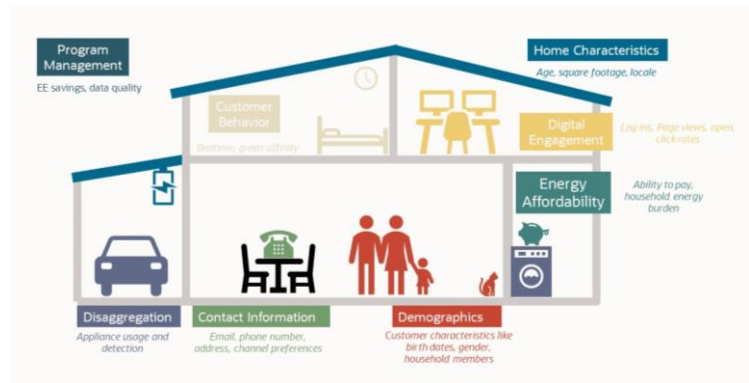
Opower Analytics Visualization

Make data driven decisions with a self-service application that brings all your customer data and insights together.

When critical customer actions, data, and insights are siloed across utility and partner applications, it inevitably leads to disconnected digital experiences. It also makes it hard to operate effectively by implementing sub optimal features, processes, and technology. Having all your data in one application is the first step to derive actionable insights from that data. Utilities can access customer attributes, AMI usage data, and Opower’s machine learning model outputs to support customer engagement, grid operations, and other key business initiatives with [Opower Analytics Visualization](#) (OAV).

Personalize and connect everything—flexible access to data and insights.

OAV puts hundreds of customer attributes at your fingertips to help you make sense of your customer base. It provides self-service access to customer data that can support customer segmentation across attributes like home type, location, and digital engagement preferences.



OAV includes multiple data sources such as ML insights (e.g. energy disaggregation and energy affordability) as well as customer attributes (e.g. contact information and preferences, demographic data, typical behavior, and digital engagement).



Pre-built dashboards: OAV comes with pre-built dashboards out of the box to get you started and makes it easy to create reporting dashboards for your customer-facing programs.



Constantly refreshed data: Data is constantly refreshed and up to date, so you always have the most accurate information about your customers.



Export reports and analysis: Reports and analysis can be exported to other systems (e.g. marketing automation, geospatial to GIS, call center)



Import other data sets: Include other data sets to layer insight generation capabilities supporting environmental justice areas, substation data, etc.

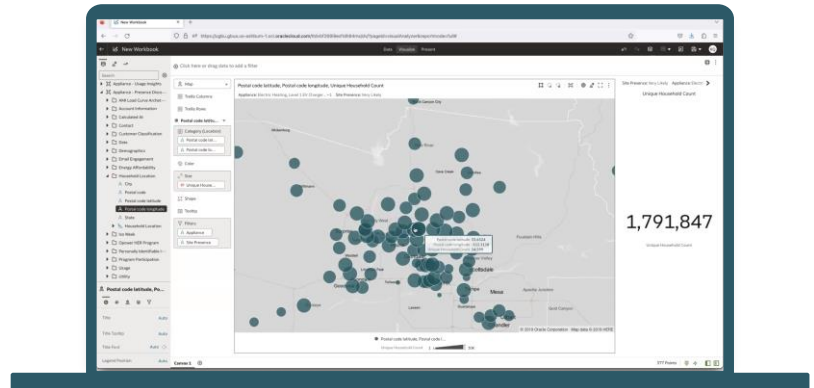
“For every \$1 utilities spend on analytics, they get over \$10 in value returned to their business.”

“Companies who successfully develop data analytics capabilities find new ways to innovate cutting costs, bringing new products to market and driving business momentum faster.”

Harvard Business Review

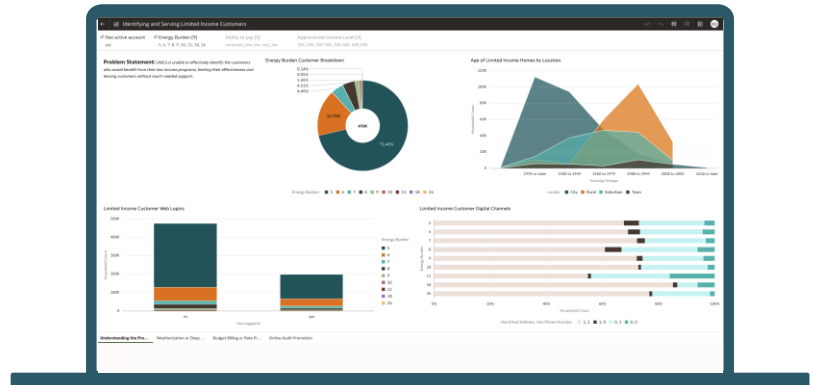
Get behind the meter with disaggregation to see customer energy use attributes

Opower delivers powerful disaggregation insights across your customer experience: annual, seasonal, monthly, and hourly appliance-level energy use for all your customers, across Opower products, and in all your customer experience channels. Opower AI uses deep learning to detect specific appliances in homes, disaggregate how much energy they consume, and determine how much they cost to run. OAV makes it easy for your personnel and systems to use load disaggregation insights across your operations.



Reach your most vulnerable customers with ease

OAV includes information about the most vulnerable customers that enables targeted and effective outreach to those customers. Metrics such as ability to pay and household energy burden remove the guesswork on which customers would benefit the most from assistance programs.



Take a tour of the Opower Technology solution [here](#).

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