

# **NSTAR Data Mining Pilot**

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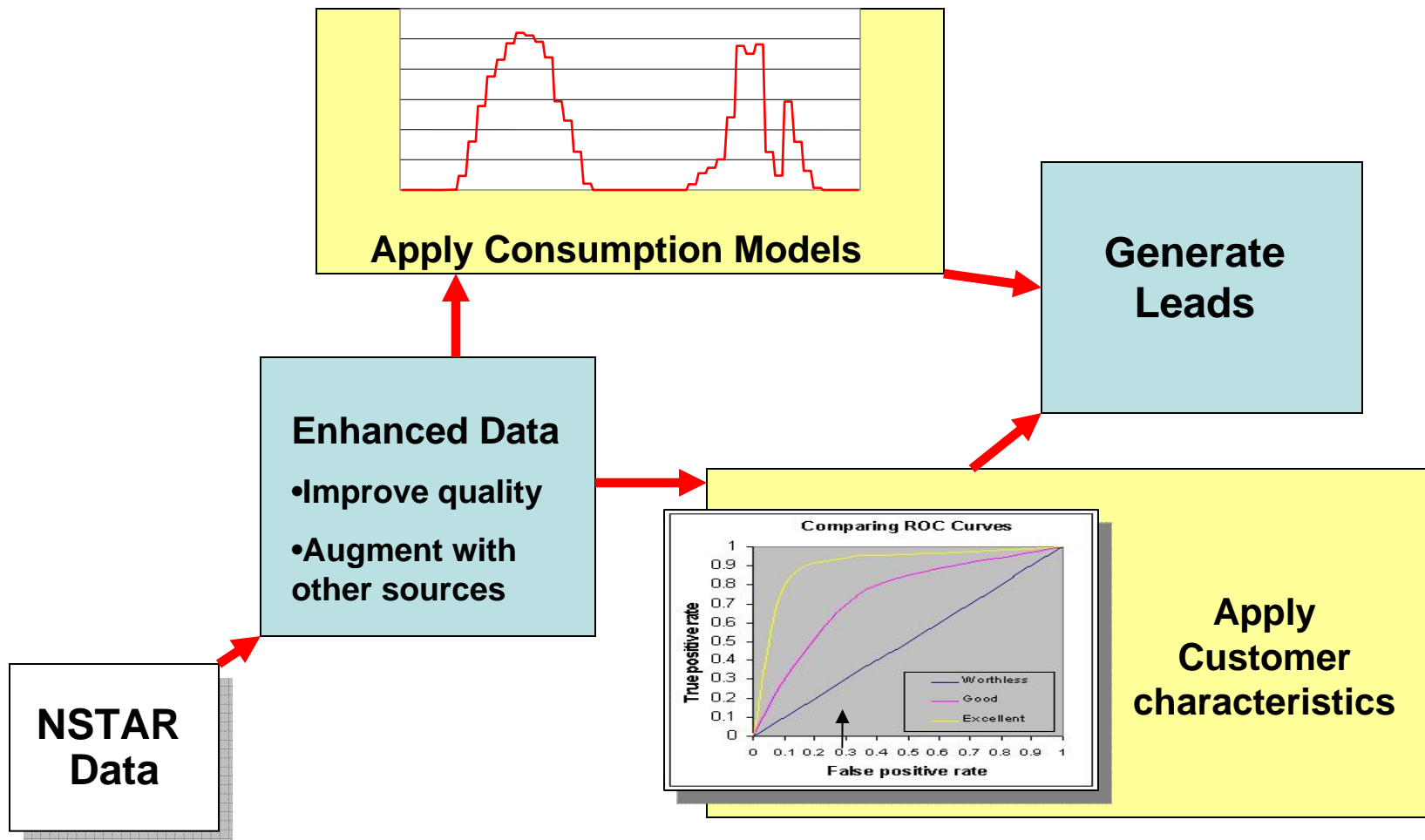


# **NSTAR's goal was to effectively reach small business market**

## **3 Step Process**

- 1. Enhance NSTAR data to create leads**
- 2. Prep leads with customized analysis**
- 3. Follow-up by Small Business Solutions  
vendor**

# Step 1. Enhance NSTAR data to create leads

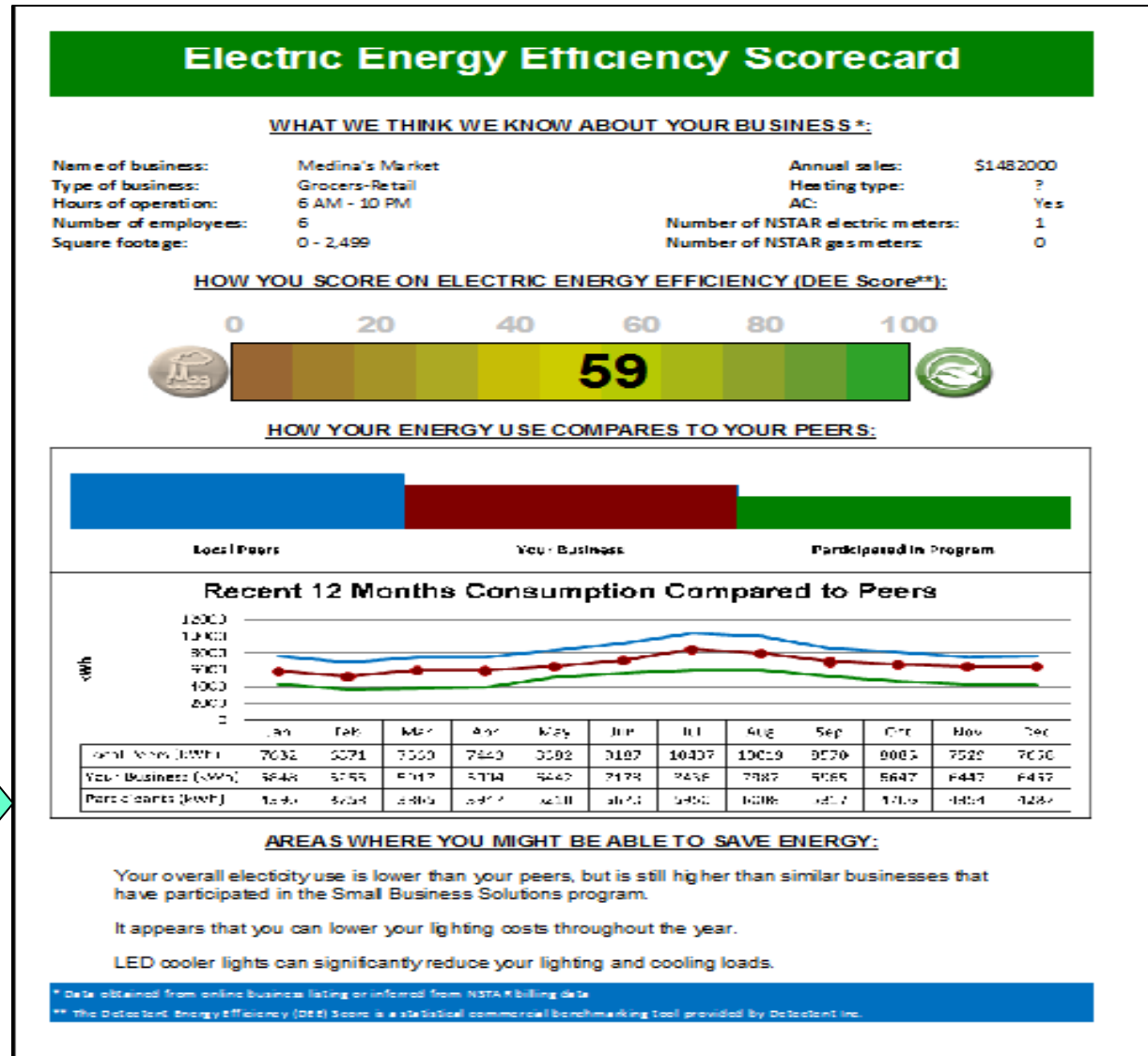


# Step 2. Prep leads with customized analysis

Assembled data used to find appropriate peers

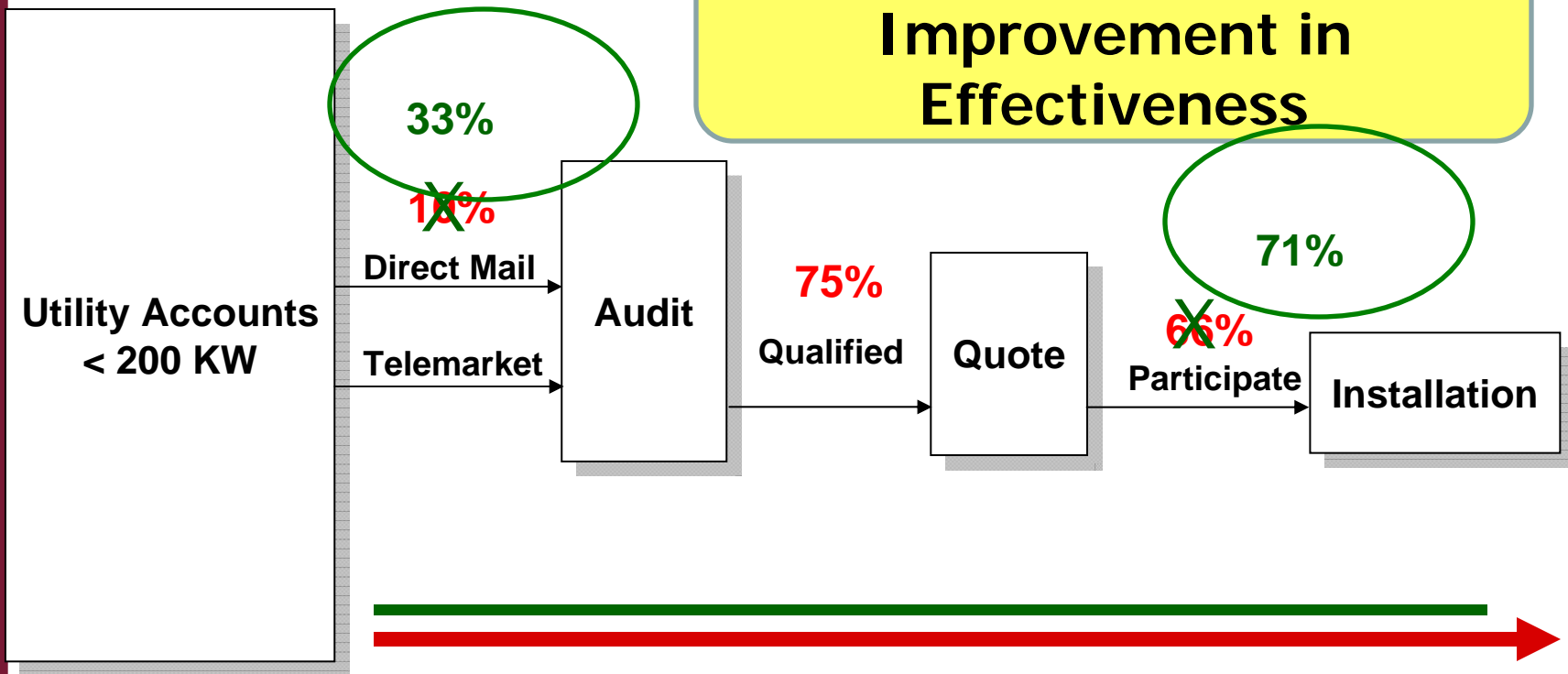
Provides a comparison to peers and participants

Makes recommendations based on assembled info



# Step 3. Follow up with Small Business Solutions Vendor

**Result – 300% Improvement in Effectiveness**



**Data Mining Pilot Results: 330 contacts = 100 audits = >53 installations**

**Typical results: 1000 contacts = 50 installations**