

# IEEE BDA Webinar Series: Big Data & Analytics for Power Systems

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## Bringing Data to Life in Energy: Using Population Data with Grid Data to Understand Energy Consumers

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2:00pm-3:00pm, Friday, EST, Dec. 14  
(1:00pm-2:00pm, CST) (12:00pm-1:00pm, MST) (11:00am-12:00pm, PST)

**Abstract:** The energy sector has seen an explosion of data availability with smart meters and other sensing devices in past decade. To truly harness the power of this data for behavior change, contextual population data that uncovers who is “behind the meter” can help make power system data more “real” and actionable. This session will show examples from that enhance energy usage and customer behavior data from utilities’ administrative systems with a range of specific population attributes to take targeted, relevant action on conservation programs, green energy and more to ensure resources are efficiently deployed and appropriately targeted.

**Bio:** Senior Vice President and Practice Leader at Environics Analytics, Rupen Seoni leads a practice area that includes the public sector, health care, energy and not-for-profits. He brings to his position over twenty years of experience in marketing analytics, working with organizations of all sizes to unlock the value of information in decision-making and business strategy. He specializes in helping organizations understand population trends, segmentation and performance benchmarking. Rupen earned a master’s degree in urban planning and held positions with Nielsen, CompuSearch, Campbell Soup and CIBC prior to joining Environics Analytics. For the last two years, he has appeared on CTV’s Canadian and U.S. federal election coverage as a commentator on voter demographics in key races.

**Link:** <https://asu.zoom.us/j/5513218843>