Analytics Case Study

PROJECT OVERVIEW

CLARKSTON CONSULTING

Activating Analytics with Call Volume Forecasting

A major US energy company sought a more collaborative analytics function across the organization to grow capabilities and gain a competitive edge. After struggling to activate analytics projects in the production environment and foster broad adoption, the client partnered with Clarkston to manage an end-to-end analytics activation project. Partnering with the client, Clarkston chose to use advanced analytics techniques to improve the existing forecast of incoming call volumes to the customer service center. This use case would set the stage for formalizing a data science process for the organization.

Clarkston built two different models for forecasting: one short-range model using machine learning and one long-range model using statistical methods. Throughout the project, Clarkston conducted knowledge transfer sessions with the team of analysts and RapidMiner users to foster greater adoption of advanced analytics techniques, understand the milestones of a successful data science project, and create a sustainable engine for future success in data and analytics.

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PROJECT OVERVIEW

COMPANY:

Leading utilities business

PRODUCTS + SERVICES:

Generates and distributes energy-related services to customers across the United States

INDUSTRY:

Utilities

REVENUE:

$14 Billion

PRIMARY OBJECTIVES:

Clarkston partnered with the client with aims to:

- Increase adoption of the RapidMiner analytics platform for greater analyst collaboration across the organization,
- Execute a data science project through to the production environment, and
- Improve upon current forecasting for the incoming call volume to a customer service center.

RESOLUTION:

In order to meet the stated objectives, Clarkston's project team:

- Created a short-range forecast using machine learning and a long-range forecast using statistical methods, and
- Provided knowledge transfer and project management guidance to build up the analysts' skills and the adoption of the toolset.

KEY BENEFITS:

As a result of the project, the client was able to achieve:

- Cost savings through more accurate staffing decisions as a result of improved forecast accuracy,
- Operational efficiencies through automated forecasting process that freed up resources for other activities,
- Forecasting templates that can be applied to other use cases in the organization,
- A platform for repeatable and formalized data science processes,
- Guidelines for communicating business value across teams for advanced analytics results to encourage stakeholder engagement, and
- Understanding of the required roles for successful projects in the future.

"The knowledge and experience of the Clarkston Team was impressive. Our project had a tight timeline and the Clarkston Team was able to leverage their knowledge and experience such that we made significant progress toward our end-goal in each and every interaction with them. But you expect this from a consultant. What was unexpected was how willing they were to share their knowledge, experience, and thought process throughout the entire project. They were not just consultants, they were partners in the success of our project."

- CLIENT PROJECT MANAGER

CLARKSTON CONSULTING

$665,000

ANNUAL SAVINGS REALIZED DUE TO INCREASED FORECAST ACCURACY

5%

PERCENT DECREASE IN AVERAGE FORECAST ERROR FROM ORIGINAL MANUAL FORECAST

67%

PERCENT OF TIME BOTH THE SHORT- AND LONG-RANGE FORECAST OUTPERFORMED ORIGINAL MANUAL FORECAST

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MODEL TEMPLATES CREATED FOR REUSE TO BE APPLIED FOR FURTHER FORECASTING USE CASES

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