

THE DOT FACTOR

SMARTER COMMERCIAL AND INFRASTRUCTURE
DECISIONS FOR GAS GRID PLANNING



SHAPING SUCCESS
STORIES BY

wiimer

● The missing dot for advanced analytics



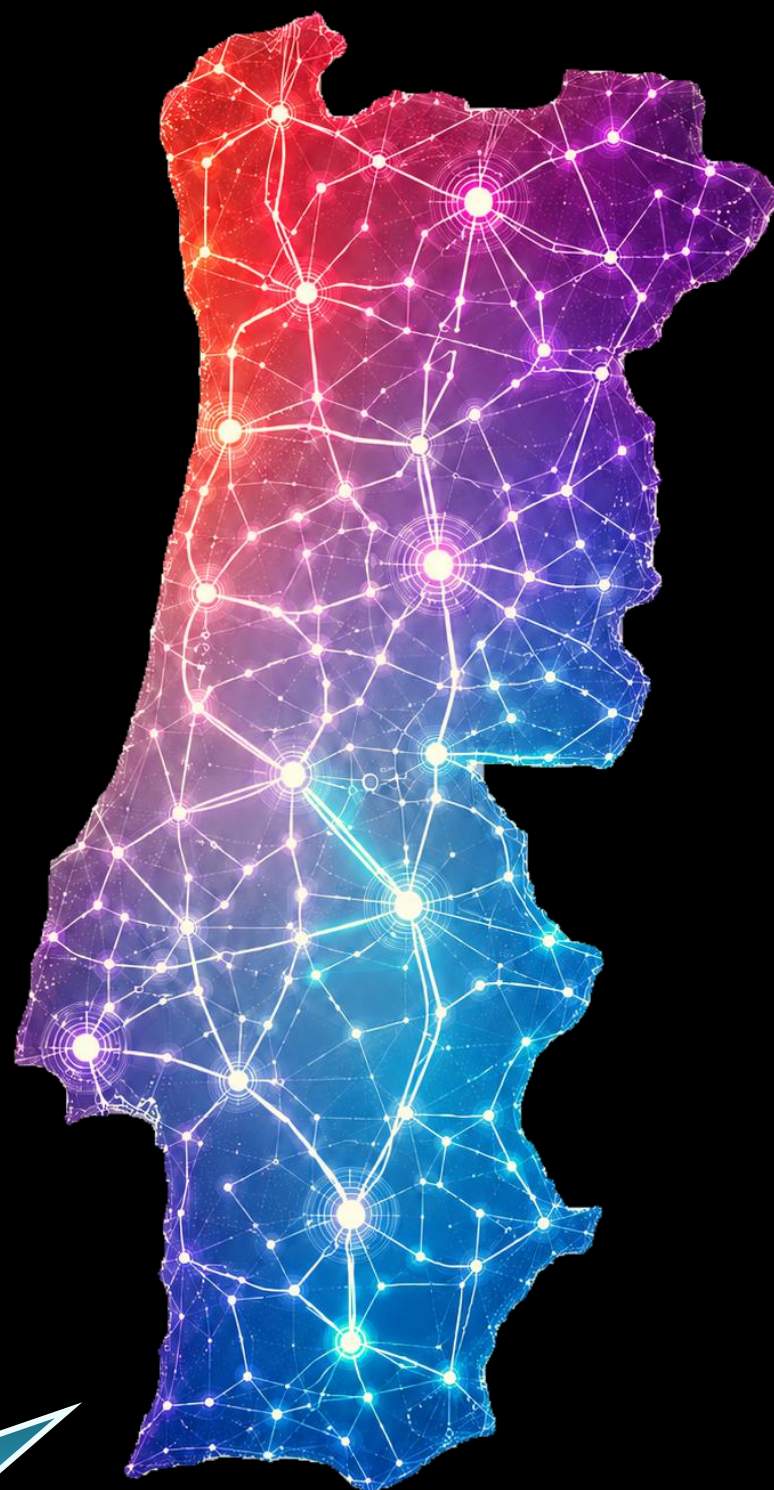
THE CHALLENGE

Understanding where to grow the gas network

To support data-driven commercial and infrastructure decisions, three key questions needed an answer:

- **Where are the highest-value current and future gas consumers?**
- **Which geographic areas present the greatest growth potential?**
- **How can internal and external data be combined to better understand customer behavior and territorial characteristics?**

Translate fragmented data into actionable intelligence capable of supporting customer acquisition, retention and network expansion.



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Building a territorial intelligence model

We developed a customer profiling methodology in three stages:

1 Data Engineering

- Integrated internal operational data with public socioeconomic and territorial datasets.
- Standardised all information into a common geographic framework.

2 Customer Profiling

- Applied ML clustering techniques to segment consumers into distinct customer profiles based on consumption patterns and socioeconomic and territorial characteristics.

3 Decision Support

- Ranked geographic areas according to commercial potential.
- Priority actions tailored to each customer segment and grid zone to support acquisition and retention strategies.





Geographic decision-support platform

An interactive geographic visualization model that enables the organization to:



- ✓ Explore customer profiles across the concession area
- ✓ Identify underserved territories with high commercial potential
- ✓ Prioritize grid investment opportunities
- ✓ Support commercial planning and phased network expansion through spatial intelligence

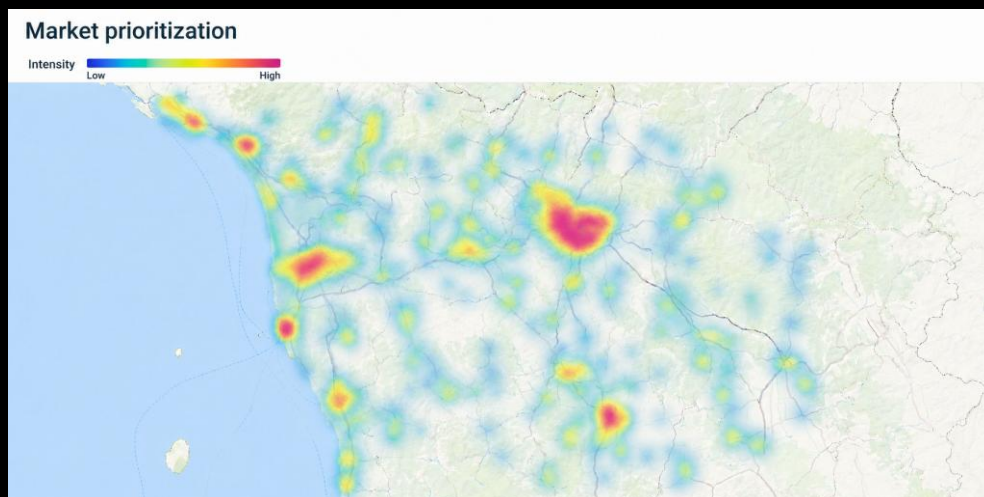


Figure 1 - Market Potential Prioritization
(illustrative dashboard using fictional data)

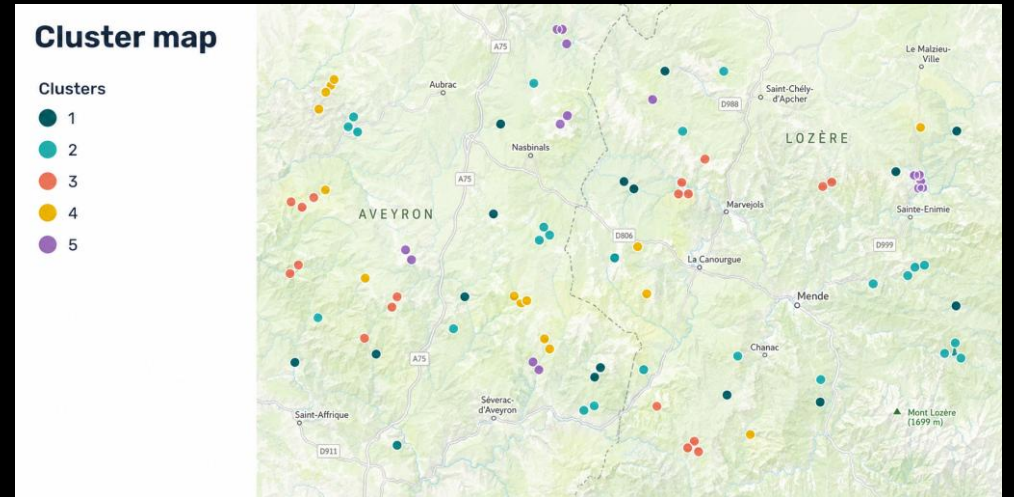


Figure 2 – Clusters
(illustrative dashboard using fictional data)



Turning data into strategic action

1



Built a granular, decision-ready data foundation across parish, postal code and CUI levels through a structured digital data-capture playbook

2



Unlocked a data-driven view of customers and prospects through AI segmentation, persona analysis and dynamic lead scoring

3



Enabled targeted customer engagement and optimal network expansion planning with tailored commercial narratives