Accurate Power Consumption Forecasting
for Successful Hedging

Client

Leading Global Technology Infrastructure Provider

The Problem

Customer Lifetime Value of existing customers is nearly twice that of new customers, and hence retention is key to profitability.

The Before State

- Power Consumption at its data centers is the largest operational expense for the client
- The low accuracy of existing power forecasts led to expensive power prices

The After State

Regularized random forests and the "SVD + Univariate Forecasts" combined to improve forecast accuracy **enabling potential savings between $3 million-$5 million**.

The LatentView Solution

By utilizing the historical power consumption data of data centers and data around the client's customers, accurate power consumption forecasts were provided, which is key in making the "Hedge" successful.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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