



Energy market leader TAURON optimizes forecasting capabilities in Poland with *STATISTICA Data Miner*

KEY POINTS

Business

TAURON Dystrybcja S.A.

Overview

- Member of the TAURON Group, a Poland-based energy holding company
- In-house team already has expertise with energy forecasting
- Over-the-counter spreadsheet tools are no longer sufficient to meet analytics needs

Challenges

Must forecast electric energy supplies across southern Poland with greater accuracy and capability than can be provided with current Microsoft Office tools, factoring in a disparate variety of network parameters

StatSoft Solution

STATISTICA Data Miner with four days of dedicated training

Results

- StatSoft's techniques led to successful forecasting with greater accuracy
- Forecasts produced within shortened time frame

"With the STATISTICA Data Miner forecasting solution, we are capable of obtaining accurate forecasts [and] have achieved measurable improvements with our planning projects."

— **Grzegorz Marek**

*Director, Distribution Services Sales Div.
TAURON Dystrybcja S.A.*

BACKGROUND

The TAURON Group is Poland's second largest electricity generator. In 2011, the TAURON Group had a customer base of 4.1 million customers in Poland and was the market leader in terms of customer volume. Its distribution grid covers approximately 57,000 square kilometers (roughly 18.3% of Poland's total geographic area).

www.tauron-dystrybcja.pl

MISSION

The TAURON Group's mission is to ensure energy supply to customers based on best practices that guarantee an increase of shareholder value.

CHALLENGE

TAURON Dystrybcja S.A. has ongoing obligations to forecast electric energy supplies to serve a wide consumer base across a broad geographic territory. These forecasts must account for such factors as multiple supply voltage levels, contractual power amounts, etc., and they are to be produced monthly for a varying range of contractual periods. The provision of accurate and timely forecasting had grown beyond the practical capabilities of over-the-counter software products used in the past.

HOW STATISTICA HELPED

TAURON selected *STATISTICA Data Miner* software for performing the tasks connected with forecasting. Software delivery was accompanied by four days of dedicated training—"Forecasting and Data Analysis in the Power Industry"—during which the team reviewed necessary statistical concepts. With the aid of relevant examples, StatSoft's consultants presented specific analytical forecasting methods enriched with classification procedures that assisted TAURON with other issues, such as customer segmentation based on various similar features. The closed nature of the training, attended only by the TAURON team, made it possible to adapt the course exactly to TAURON's needs as defined by the requirements of their forecasting tasks.

RESULTS

"Due to our substantial expert knowledge of forecasting issues," notes Grzegorz Marek, TAURON Dystrybcja's Director of Distribution Services, "and owing to StatSoft's supplemental expertise related to statistics, forecasting techniques, and *STATISTICA* software, we are now able to prepare forecasts whose accuracy surpasses that of the Microsoft Office tools we had been using."

Marek continues: "With the *STATISTICA Data Miner* forecasting solution, we are capable of obtaining accurate forecasts within a short period of time. Thanks to this, we have achieved measurable improvements with our planning projects and so deem the software purchase as well justified."