



HOW TO MAKE SMART DECISIONS.

5 BIG IDEAS TO GUIDE
DATA-DRIVEN DECISION
MAKING.

Data is competitive advantage.

But knowing how to use data effectively isn't always straightforward.

That's why we've distilled the complex world of data-driven decision making into five game-changing ideas. These aren't just theoretical concepts—they're actionable strategies designed to help you harness the power of data analysis and data analytics to drive growth, efficiency, and competitive edge.

Each idea comes with an overview of why it matters and clear action steps to help you put it into practice. Ready to level up? Let's get into it.

Stop Guessing—Use Data to Drive Every Decision.

Gut instinct has its place—in poker and picking a restaurant. But in business? Not so much. Companies that rely on intuition instead of data are gambling with their future. Adopting a data-driven process allows you to base decisions on facts, patterns, and trends—not feelings.

Key to this is understanding when and why you're using electricity. Which appliances or devices are active, and at what times?

Action Steps:

- ✓ **Identify Key Metrics:** Define the data points that matter most to your business—customer acquisition cost, churn rate, sales performance, etc.
- ✓ **Set Up a Data Collection System:** Use platforms like Google Analytics, Power BI, or Tableau to gather and organize data.
- ✓ **Create a Data Dashboard:** Visualize real-time performance metrics so decision-makers can act quickly.
- ✓ **Test and Refine:** Analyze outcomes, adjust strategies, and continuously improve based on the data.

This foundational knowledge empowers smarter, more cost-effective decisions.

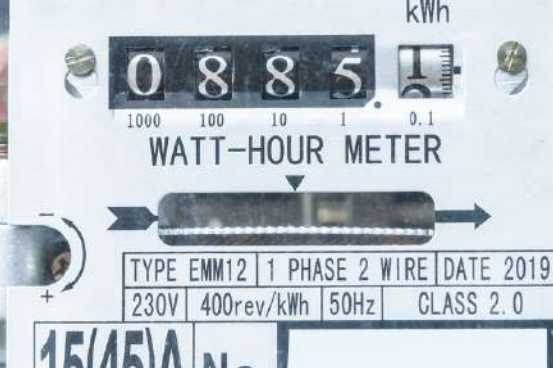
Case Study: Unilever – Reducing Waste and Improving Supply Chain Efficiency

Unilever uses data analysis to improve supply chain efficiency and reduce environmental impact. By tracking production data and waste levels in real-time, Unilever identified inefficiencies and adjusted manufacturing processes to reduce waste by over 15% and cut water use by 19%. This data-driven approach has also helped them optimize energy consumption across factories.

 Source:

Search for Unilever's annual sustainability report and supply chain data analysis strategy.





Predict the Future with AI and Data Analytics.

Knowing what happened is useful. Knowing what's going to happen next? That's a game-changer. AI-powered data analytics helps businesses move from reactive to proactive by identifying patterns and forecasting future trends.

Ask yourself:

- Is your facility on the correct voltage tariff?
- Are you aware of hidden municipal markups?
- Has your energy profile changed since the building's original setup?

Optimise energy-intensive activities by aligning them with off-peak billing times.

For example, avoid running high-consumption equipment during peak tariff hours. Minor scheduling tweaks can make a significant financial difference.



ADOPT THE ENCO FRAMEWORK

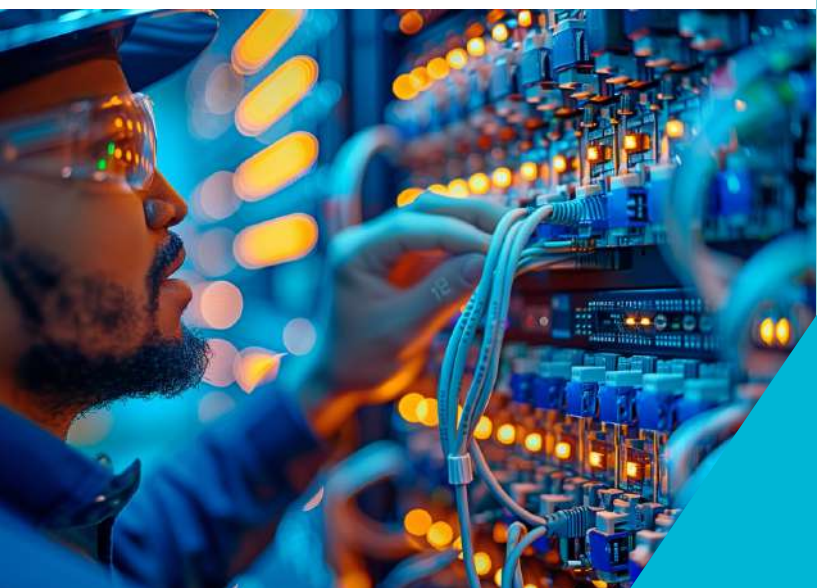
Surprisingly, the fastest way to cut energy costs often lies with your people.

The Energy Conscious Organisation (EnCO) initiative emphasises empowering staff to drive energy savings.

Key actions include:

- Assessing business hours and energy use peaks.
- Observing team interactions with equipment.
- Appointing energy champions to lead initiatives.
- Encouraging disciplines around power usage, such as turning off unnecessary lights and appliances.

EnCO isn't just about technology—it's about fostering a culture of energy awareness.





ACHIEVE ISO 50001 COMPLIANCE

Aligning with ISO 50001 standards demonstrates a serious commitment to energy efficiency.

This globally recognised framework helps organisations establish, maintain, and continually improve their energy management systems.

It reduces costs, enhances regulatory compliance, and mitigates risks like power supply inconsistencies.





5»

USE SMART LIGHTING SYSTEMS

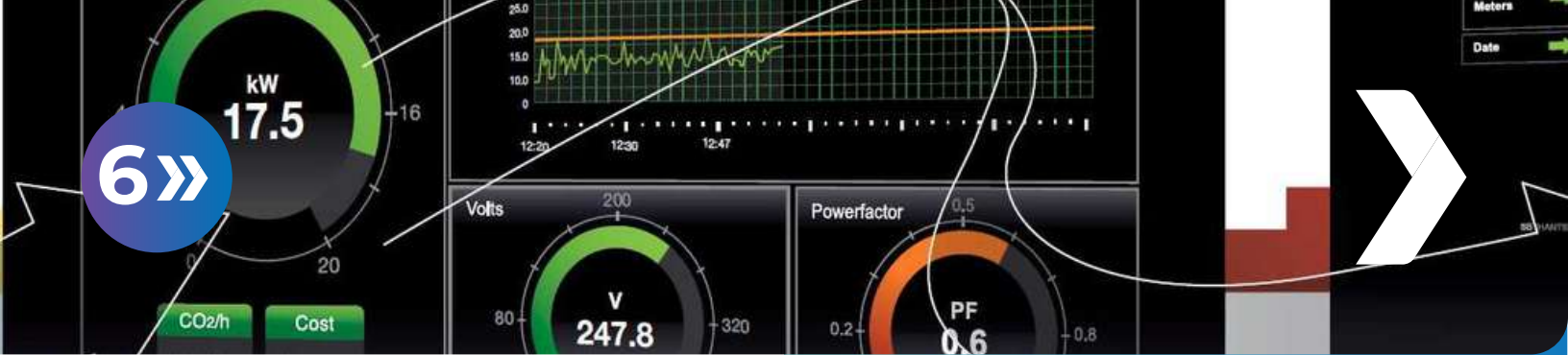
Lighting is often an overlooked energy cost, but optimising its use can deliver substantial savings.

Evaluate your compliance with safety and health regulations, ensuring appropriate lighting levels while considering energy efficiency.

Use tools like motion sensors and smart switches to prevent lights from staying on unnecessarily.

Small adjustments—like switching to LED lighting or using daylight sensors—can have a surprisingly large impact.





COLLECT ACCURATE ENERGY DATA

“You can’t manage what you can’t measure”. To start your journey, focus on establishing robust systems to gather energy usage data across your operations.

Options include:

- Smart Meters: Provide real-time data, reducing guesswork and highlighting inefficiencies.
- Energy Audits: Conduct regular assessments to uncover hidden waste or overuse areas.
- Internet of Things (IoT) Devices: Use connected sensors to monitor usage patterns at the equipment level.

Make sure the data is not only comprehensive but also verified. A common pitfall is trusting inaccurate manual meter readings, which can lead to errors in decision-making.

Combine manual readings with automated solutions to catch inconsistencies.



ANALYSE ENERGY DATA FOR INSIGHTS

Once you've collected reliable data, the next step is making sense of it. Data analysis goes beyond spotting high consumption areas; it's about identifying trends, anomalies, and opportunities for optimisation.

Data analysis should always tie back to actionable results. For instance, if HVAC systems are a major contributor to inefficiencies, the data should guide targeted solutions like optimised scheduling, recalibration, or upgrades.

With the right tools, businesses can:

- Effective tools and techniques include:
- Energy Audits: Use these to pinpoint specific inefficiencies and validate where savings can be achieved.
- Statistical Analysis and Regression Models: Predict future energy needs and plan ahead.
- Benchmarking: Compare your energy usage against industry standards to set achievable goals.



LEVERAGE ENERGY DATA FOR DECISION-MAKING

Energy data isn't just for tracking—it's a strategic asset that can drive business transformation.

Implementing an Energy Management System (EMS) or integrating existing systems allows you to convert raw data into actionable insights.

With the right tools, businesses can:

- Monitor energy usage in real-time and address inefficiencies immediately.
- Plan for energy demand during peak and off-peak hours to optimise tariffs.
- Model “what-if” scenarios to evaluate the impact of potential efficiency measures.

For example, aligning operational hours with off-peak energy times, based on tariff analysis, can lead to significant cost savings.

Combining data with strategic foresight helps businesses maintain profitability and sustainability.



EMPOWER CERTIFIED ENERGY MANAGERS

Energy efficiency requires more than tools and systems—it needs expertise. Certified energy managers (CEMs) play a crucial role in navigating the complexities of energy management. These professionals are trained to:

- Conduct detailed audits that identify inefficiencies.
- Evaluate and implement cutting-edge technologies.
- Stay updated on ever-changing energy codes, standards, and incentives.

Their expertise spans a range of disciplines, from lighting systems to HVAC optimisation, alternative energy integration, and energy tariff negotiations.

Whether in-house or outsourced, having a qualified energy manager ensures your energy strategy is proactive, compliant, and aligned with best practices.





PRIORITISE REAL-TIME MONITORING

Real-time monitoring is the backbone of modern energy efficiency.

Benefits of real-time monitoring include:

- **Immediate Issue Identification:** Spot and fix energy drains as they happen, like equipment running unnecessarily after hours.
- **Continuous Improvement:** Track the impact of energy-saving initiatives in real-time and adjust as needed.
- **Operational Alignment:** Match energy use with actual demand patterns, reducing waste and cutting costs.

For example, real-time data may reveal that certain equipment spikes usage during peak tariff hours.

By rescheduling or adjusting operations, you can avoid unnecessary expense while improving overall efficiency.