

# The Green Getters Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Ronald Fassl	1 <sup>st</sup> year	MS in Accountancy
Bhakti Pandurang Kate	1 <sup>st</sup> year	MS in Business Analytics
Saathveena Mohan	1 <sup>st</sup> year	MS in Business Analytics

**Advisor(s):** Prof. Tom E Thomas

**Topic Title:** PG&E Consumer Connect: A Performance Analysis Dashboard Tool

**Audience:** PG&E Board of Directors

## Sustainable Development Goal

SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all

### Executive Summary

PG&E, the largest utilities company in California, has faced intense scrutiny since declaring bankruptcy in 2020. Over the past five years, they have been involved in the two largest wildfires in California's history, resulting in loss of life, destruction of property, and millions of dollars in settlements causing a public outrage. This led to the appointment of a new CEO, Patti Poppe, who is aware of the challenges the company is facing and is committed to rebuilding consumer trust. Despite Poppe's effort, a recent 18% increase in average monthly electricity bills has raised questions among Californians about whether PG&E should be broken up.

In response to PG&E's challenges, the Green Getter Consulting has recommended the adoption of "Consumer Connect," an advanced Performance Analysis Dashboard Tool. This tool will enable PG&E to improve transparency, affordability, and sustainability in its operations benefiting its 16 million customers. The implementation of this business intelligence platform will provide unparalleled transparency into PG&E's operations through real-time data visualization and analytics leading to consumer cost savings. Furthermore, "Consumer Connect" will introduce an innovative consumer engagement model that encourages energy conservation practices during peak demand periods through personalized incentives and educational resources. This comprehensive approach not only addresses affordability concerns but also promotes environmental sustainability and helps rebuild consumer trust. By seamlessly integrating into existing infrastructure, "Consumer Connect" represents a strategic investment in a consumer-centric and sustainable future for PG&E's stakeholders.