

## Symposium Keynote Speaker



**Darshan Bhate**

**VP of Strategy, Pricing &  
Analytics**

**TXU Energy**

### **Advanced Analytics to Optimize Customer Experience at TXU Energy**

Darshan Bhate is the Vice President of Strategy, Pricing & Analytics of TXU Energy, where he is responsible for the P&L for the Residential and Mass Markets business units, and leading the enterprise analytics function that generate measurable incremental value through the application of AI/ML principles and techniques. Before joining TXU Energy, Darshan worked in Investment Banking (Mergers & Acquisitions) Group of Credit Suisse in New York city. Darshan graduated from University of Michigan - Stephen M. Ross School of Business with a MBA (Honors) in Finance & Corporate Strategy. He also has a MS degree in Industrial & Systems Engineering from Georgia Institute of Technology and a BE degree in Mechanical Engineering from Govt. College of Engineering, Pune, India.

#### **Abstract:**

This presentation will show how Advanced Analytics are leveraged at every stage of the customer lifecycle to deliver best-in-class experience and maintain long-term profitable relationships with its customers in Retail Electricity delivery at TXU. Advanced Analytics plays mission-critical role from a P&L and customer experience optimization perspective and is viewed as a business function that achieves measurable strategic and tactical business goals, as opposed to purely a technology function. The key accomplishments from the application of Data & Analytics, as well as derived best practices helped TXU to maintain its key competitive advantage in a crowded marketplace of service providers.

Darshan Bhate is the Vice President of Strategy, Pricing & Analytics, where he is responsible for the P&L for the Residential and Mass Markets business units. Atul Thatte is the Director of the Advanced Business Analytics group, that is responsible for enterprise analytics that generate measurable incremental value through the application of AI/ML principles and techniques.