

Statistics & Market Research Services

The ability to interpret and convert data into useful planning information is a critical, and sometimes overwhelming step in business planning. GDS Associates provides clients the expertise necessary to understand planning/marketing issues and to interpret data using an assortment of quantitative and qualitative analyses.

GDS supplies wide-ranging statistical and market research services to a diverse client base. Our services stretch from proven survey design that captures demographic profiles of consumers and potential customers, to data mining and analysis of utility load information.



LOAD FORECASTING

Deregulation of the electric and gas utility industries has changed the informational requirements of load forecasts. GDS specializes in developing load forecasts that, in today's environment, provide energy and load projections on an hourly, daily, monthly, or annual basis. GDS staff are experienced in neural network, econometric, and end-use forecasting methodologies and are keenly aware of the challenges and issues associated with load forecasting in the utility industry.

CONSUMER SURVEYS

Businesses often need information for planning/marketing purposes that is unavailable due to its uniqueness to a specific area or consumer segment. In such instances, we conduct consumer surveys or focus groups to collect the necessary information. We have successfully managed survey projects for clients in the utility, banking, retail trade, commercial real estate, education, packaging, and recreation industries.



SURVEY DESIGN

There are several key phases in conducting consumer surveys, each of which is vital to the validity of the survey and usefulness of results for planning purposes. GDS assists clients in the following areas: questionnaire design, sample design and selection, administration of surveys, tabulation/cross-tabulation of results, interpretation of results, and incorporation of major findings into the corporate planning process.

DEMOGRAPHICS

Many businesses want to better understand the demographic profile and characteristics of their current and potential customers. GDS assists clients in the development of consumer profiles for a specific area (average age and income, gender and ethnic background proportions, housing characteristics, appliance stock, etc.). In many instances, we construct competitive trade areas using information collected from available sources or from consumer surveys. GDS also provides mapping capabilities at multiple levels of detail, with corresponding economic and demographic data.



ECONOMETRICS

The analysis and understanding of many issues can be addressed quantitatively by measuring the impact of one or more influential factors on a particular item of interest. Through econometrics, GDS staff assist clients in various areas of study, including, but not limited to, forecasting energy sales, investigating consumer behavior, determining the impact of weather conditions, and estimating the impact of increased appliance efficiency on consumer electric bills.

NEURAL NETWORKS

Many utilities in today's operating environment need to forecast and schedule electricity, gas, or water consumption on an hourly basis. The relationship between these items and the factors influencing their consumption, in many instances, is non-linear. Neural networks address non-linear relationships with respect to forecasting hourly energy/water consumption, and as a result, tend to deliver a higher degree of accuracy than traditional forecasting methods. GDS has the software and expertise necessary to assist clients in implementing neural network forecasting systems.



GDS Associates, Inc.

Corporate Headquarters
GDS Associates, Inc.
1850 Parkway Place
Suite 800
Marietta, GA 30067
Voice: 770.425.8100
Fax: 770.426.0303

919 Congress Avenue
Suite 800
Austin, TX 78701
Voice: 512.494.0369
Fax: 512.494.0205

www.gdsassociates.com