

About UAI: Utility Analytics Institute (UAI) is a utility-led membership organization providing support to the utility industry, advancing the analytics profession and utility organizations of all types, sizes, and analytics maturity levels, as well as analytics professionals throughout every phase of their career.

What is the Analytics Maturity Assessment (AMA)? The AMA was developed through a collaboration between UAI and its members. Member utilities are invited biennially to participate in an in-depth survey assessing key aspects of their analytics program across seven dimensions within the **domains** of **Leadership** and **Technical Competency** defined below under **Key Focus Areas**. Responses are scored by dimension and compared in a four-quadrant model across the domains. This summary highlights key insights from the full report, which contains detailed scores, methodology, definitions, and participant data, which remains confidential.

[Download the full AMA Report](#)

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Key Focus Areas of the Assessment

Leadership

- **Strategy:** The degree to which a utility has defined, developed, and implemented an enterprise analytics strategy.
- **People:** The development and success of the organizational model that supports enterprise analytics.
- **Analytics Governance:** The capability of a utility to create and manage analytics processes, policies, and information.
- **Business Process Integration:** The degree to which data and analytics drive business processes and inform business key performance indicators (KPIs).

Technical Competency

- **Data Governance:** The overall management of the availability, usability, integrity, and security of data used in an enterprise, including metadata management.
- **Analytics Capabilities:** The current and anticipated capabilities of different business groups to apply basic-to-advanced analytics.
- **Technology & Tools:** The ability to procure the appropriate tools and technologies, and the management of analytics technology adoption across different business groups.

2024 Analytics Maturity Assessment | Executive Summary

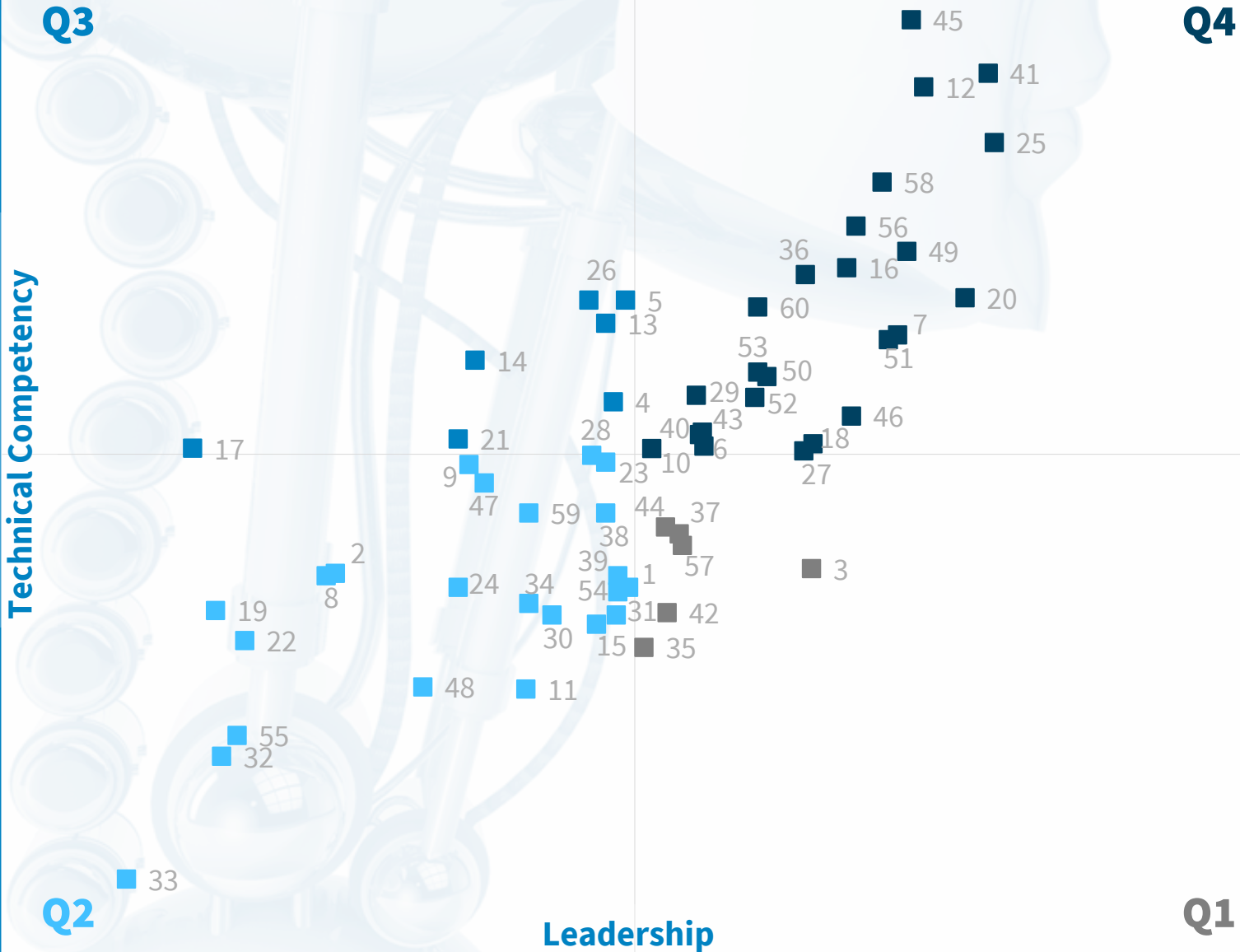
Who's Playing in the Sandbox?

What the Quadrants Reveal

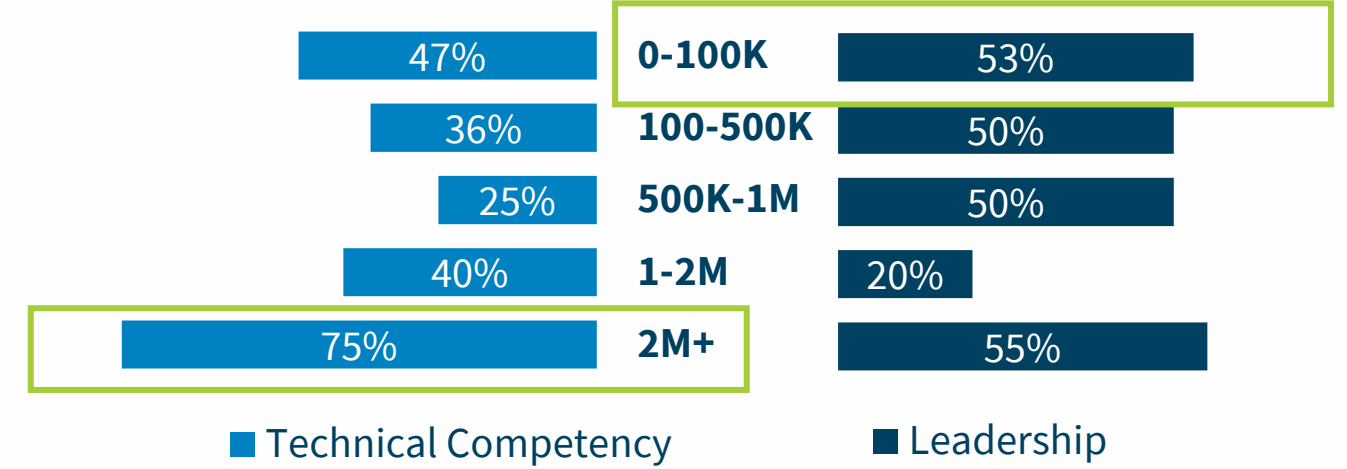
Utilities approach analytics maturity differently based on size, structure, and goals. Quadrant placement reflects how utilities prioritize leadership and technical focus relative to their peers.

- Quadrants 1 and 4 indicate above-average scores in Leadership.
- Quadrants 3 and 4 indicate above-average scores in Technical Competency.
- Quadrant 4 reflects balanced strength—above-average scores in both domains.

Utility Placement Across Quadrants

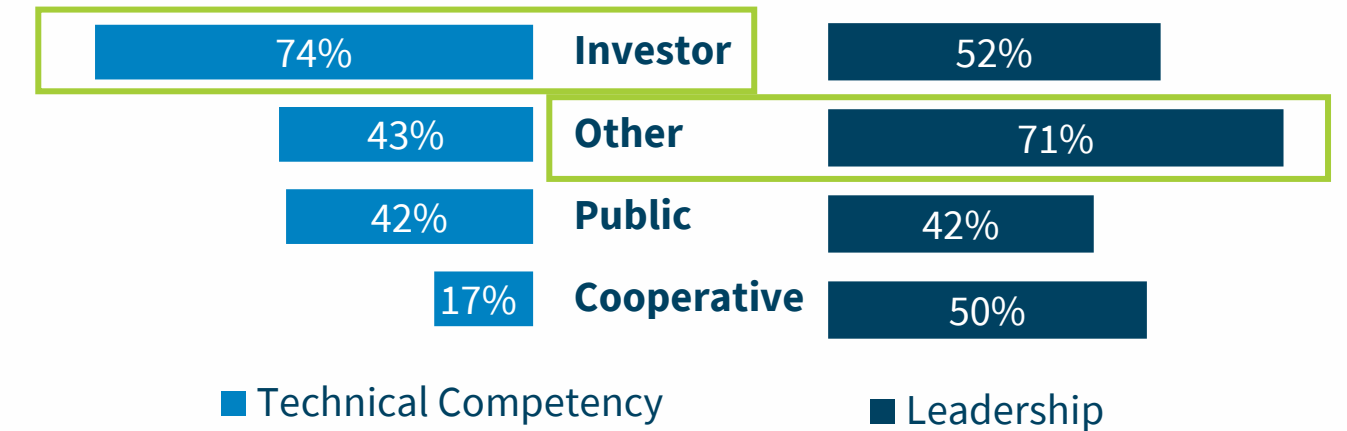


% Above Average Scores by Customer Count



- Larger utilities are building technical competency.
- Smaller utilities are building a leadership foundation.

% Above Average Scores by Utility Type



- Investor-owned utilities are building technical competency.
- Other, non-traditional utilities are building a leadership foundation.
- In this model, investor-owned utilities are mostly large while non-traditional utilities are mostly small, correlating with the % of average scores by customer count.

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Who's Using Analytics and Who's Ready for More?

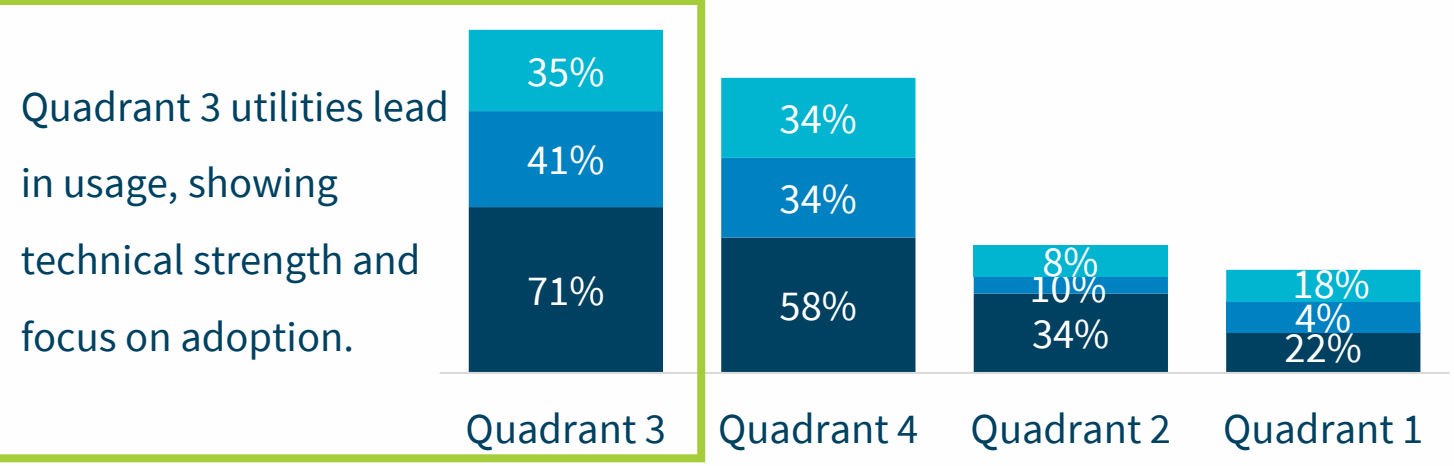
How Utilities Are Using Advanced Analytics

The charts on this page show average use of forecasting, optimizing, and automation from four perspectives.

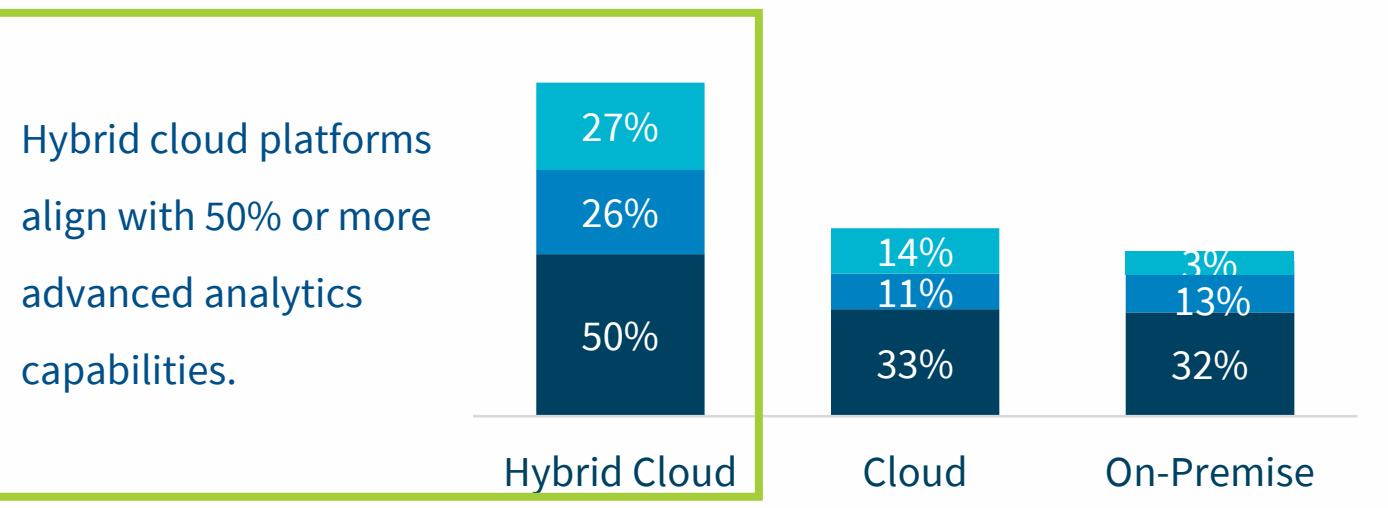
- Infrastructure, Finance, and Market Operations lead in the use of forecasting (predictive analytics).
- Optimizing (prescriptive analytics) and automation remain limited across all functional groups.
- Legal is an untapped opportunity for both basic analytics and practical AI applications.

Average Advanced Analytics Usage across Quadrants

■ Forecasting ■ Optimizing ■ Automation

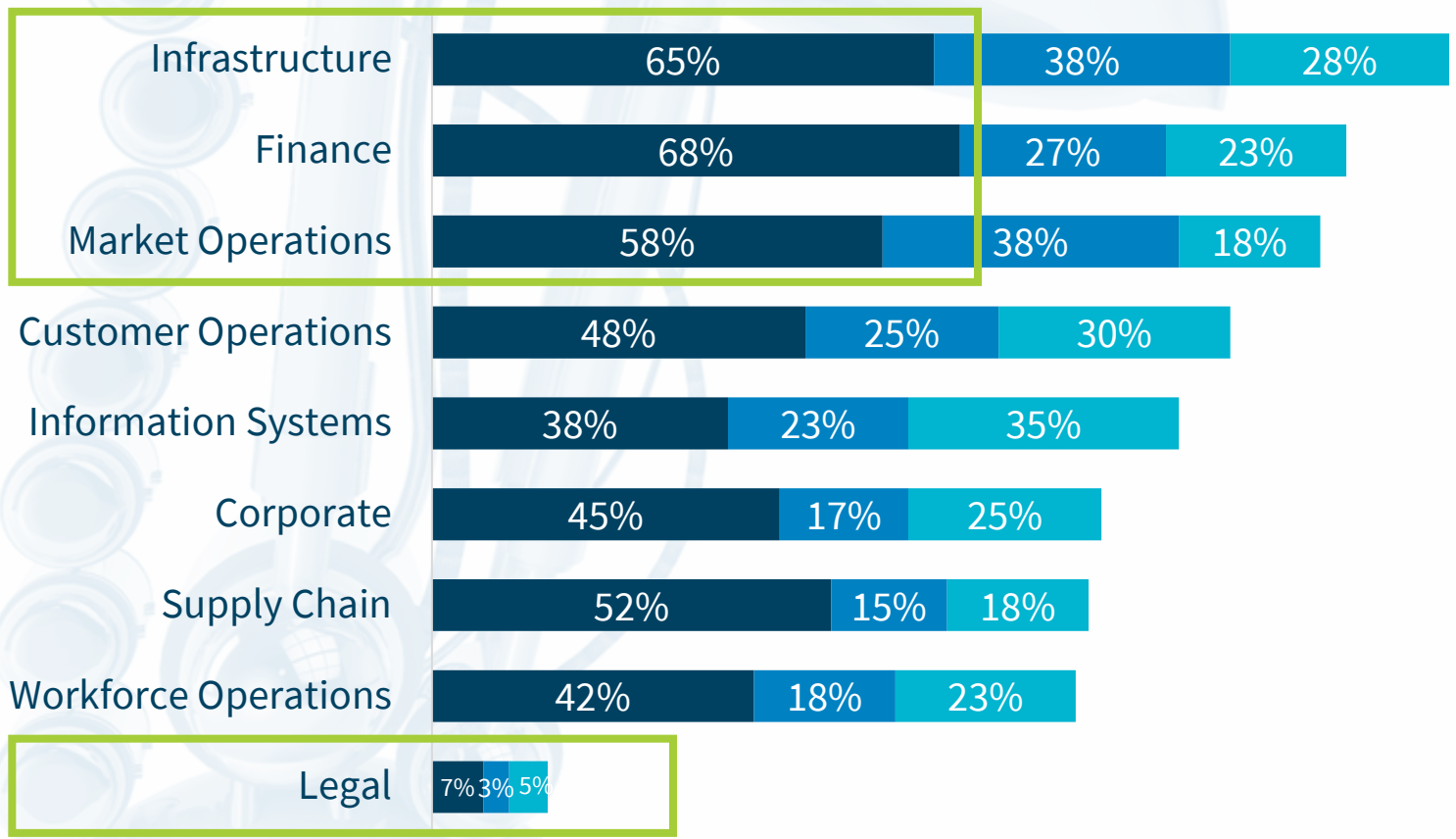


Average Advanced Analytics Usage by Platform

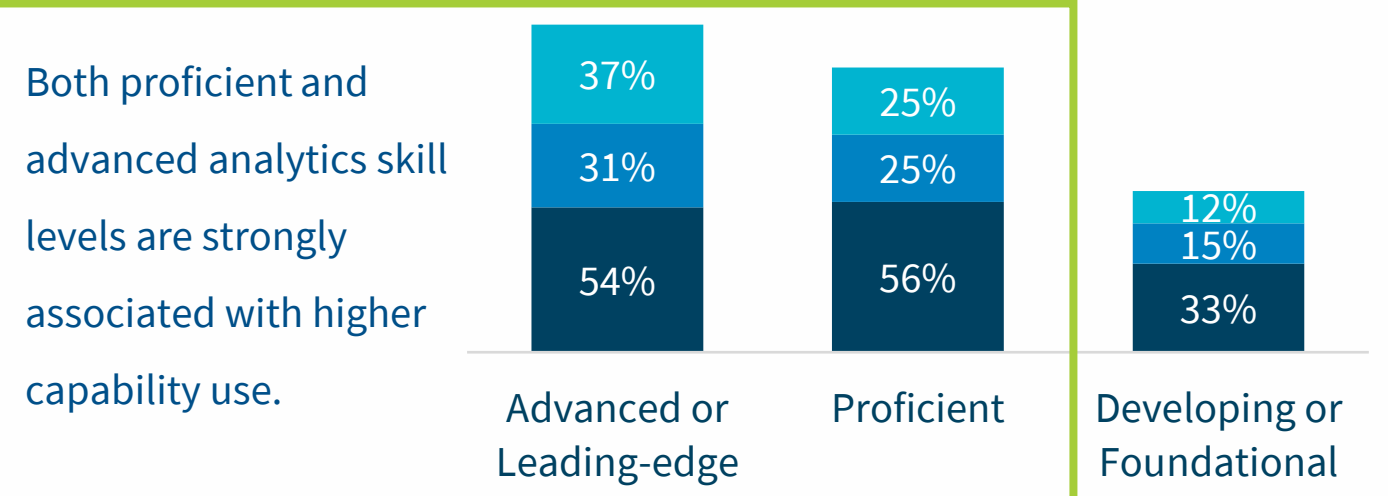


Average Advanced Analytics Usage Across Functional Groups

■ Forecasting ■ Optimizing ■ Automation



Average Advanced Analytics Usage by Skill Level



What's Enabling Analytics Growth?

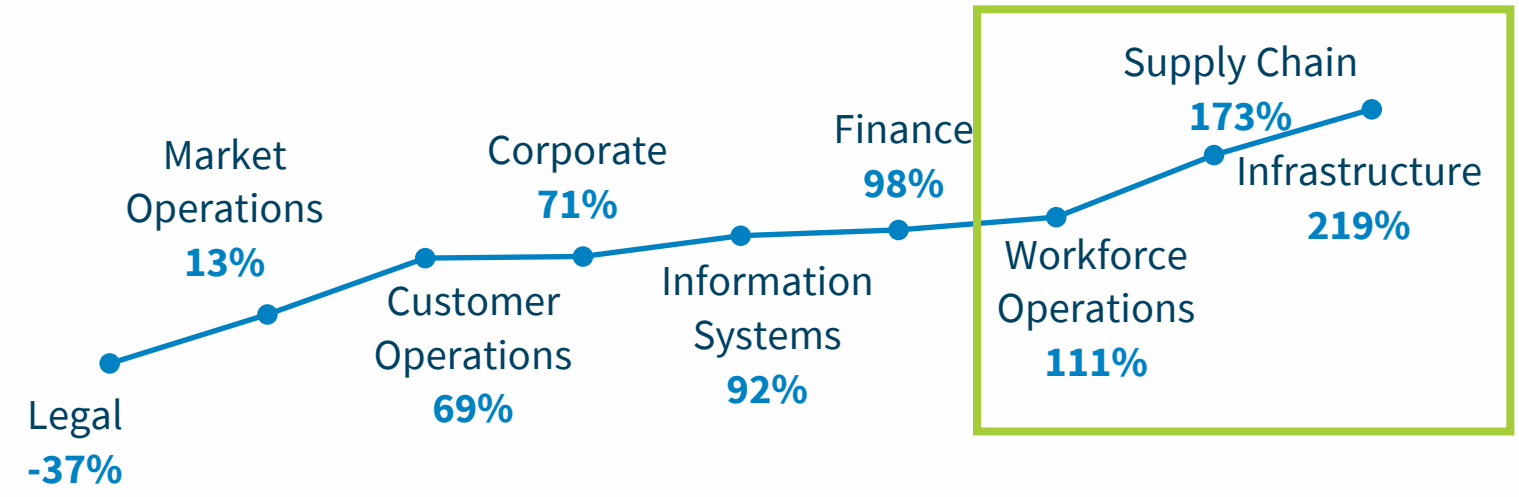
What Drives Capability Gains

As utilities expand their use of advanced analytics, these enablers appear to play an important role. Because each factor is measured independently, the insights can help prioritize focus based on a utility's current state and goals.

Bar chart percentages reflect the average increase in the use of forecasting, optimizing, and automation when the listed enabler is present, compared to the average among all survey participants.

- Advanced toolsets and enterprise architecture predictably boost analytics use.
- Governance, often seen as a hurdle, emerges here as a key accelerator.

Tool Access Drives KPI-Focused Analytics

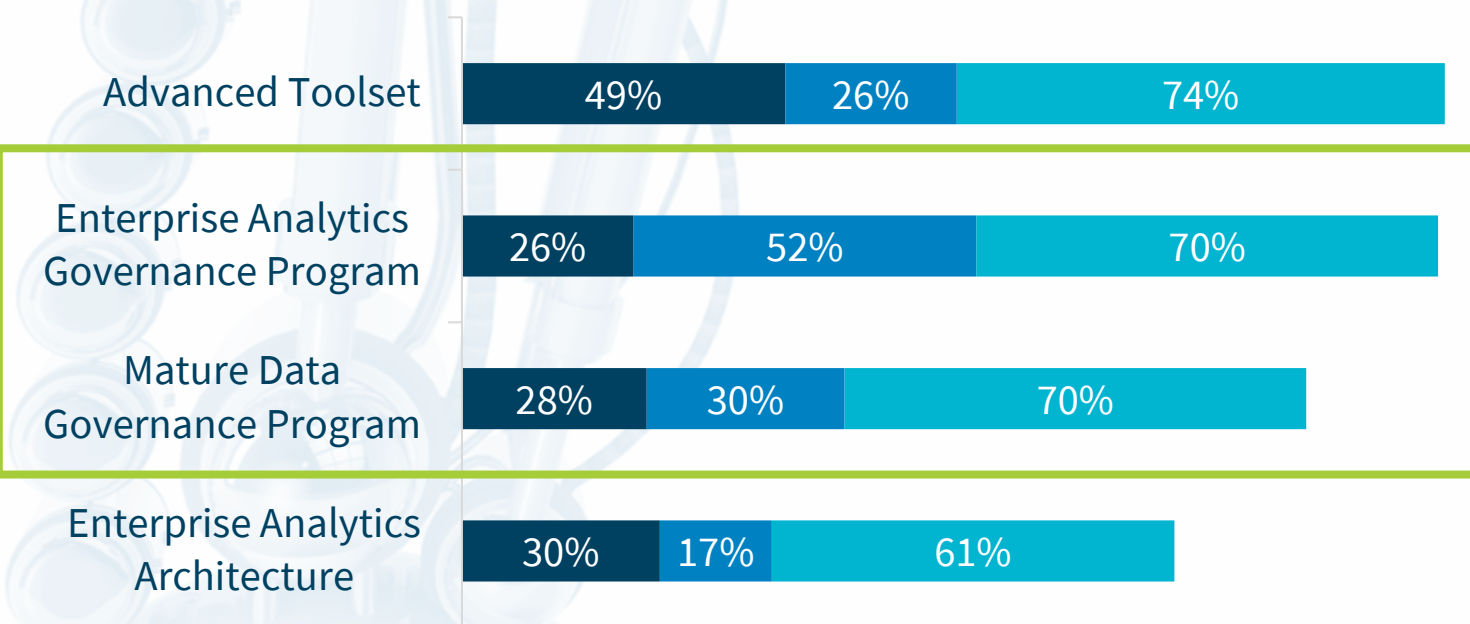


Each point shows the percentage increase in each functional group's use of analytics to inform KPIs when they have broad access to analytics tools.

- On average, broad access to tools increases usage by 90%.
- Some functional groups more than double their analytics use when tool access improves.

Key Enablers Accelerate Advanced Analytics

■ Forecasting ■ Optimizing ■ Automation



People and Planning Strategies Fuel High-Scoring Utilities

This table shows the percentage of utilities in the top and bottom 25% of overall scores that have adopted each strategy. Utilities with the highest scores tend to:

- Develop talent and define analytics roles.
- Align analytics with enterprise goals and commit to long-term planning.

People & Planning Strategies	Top	Bottom
Planned strategy to develop analytics professionals	60%	7%
Defined analytics job roles at the enterprise level	73%	0%
Analytics strategy substantially aligned organizational strategy	93%	13%
Formalized or adaptive roadmap for long-term analytics goals	100%	47%