

**Demographics User Group Conference
The Royal Society, 6-9 Carlton House Terrace, London SW1Y 5AG
Wednesday 8 October 2014**

ESRC's Consumer Data Research Centre Master's Projects: The 3 Prize Winners

Presented by Bruce Jackson, Senior Knowledge Exchange Manager, ESRC

The Consumer Data Research Centre wishes to thank: the students; the supervisors and their host institutions: the businesses and student mentors; and finally this year's reviewers for supporting the programme. The prize winners are:

First Prize: Nicholas Samson, UCL

British Gas – How can smart meter energy consumption data be used to better identify customer needs?

The reviewers agreed that the project was a very strong piece of work, which met the aims and objectives of the scheme being both excellent both in terms of its academic quality and impact potential. The comments from both the mentor and supervisor were outstanding and it's clear that the project was of great value to all those involved.

Prize: Elizabeth Townley, UCL

easyJet – A Geodemographic Segmentation Analysis of Easy Jet's UK Customers

This project was well defined, with a clear set of objectives and well executed. This was particularly important as the project analysed a huge dataset, the results of which raise interesting questions which map across the business. Again it's clear that the project was of value to all parties, opening up interesting and beneficial opportunities.

Prize: Yiran Wei, UCL

Sainsbury's – How Open Data resources can be used to define a composite measure of Cultural Identity & Heritage for the UK population

This was a very impressive dissertation which achieved a lot in a short space of time. The academic quality of the dissertation shone through and the project is already proving valuable to the business. The feedback from the business mentor and supervisor was exemplary and the project was again a good example of project delivering both economic and wider social benefits.