



## Internship Proposal: Strategy Piloting and Customer Lifetime Value (CLV)

### Background

irex Consulting is a straightforward business engineering consultancy specialized in the energy & utility sectors. We are experts in tackling operational business challenges across the entire value chain – production, sourcing & trading, grids, and supply.

### Assignment

More reliable and interpretable indicators of portfolio health are important piloting tools for businesses such that they make informed decisions. This is a very present need in the current energy industry. The goal of this internship is to structure a basic metric system in piloting business activities for our clients. This would take into account the full CLV of a client's portfolio from predictive acquisition plans to revenue collection. In the electricity and natural gas market, sourcing costs and commercial/indirect margins are drivers.

In order for the systems and theories to be useful to business, they must be practical according to available information and data quality. The indicators should provide a macroscopic view of portfolio health, historical performance results, and tangible explanations to variations in business figures. The focus will be on analyzing a client portfolio in a practical Mark to Market style approach.

### Objectives

- Provide a metric system using realistically available information for the Belgian & French natural gas
- Set-up methodology for calculating historical and predicted performance figures
- Track monthly/quarterly variations with accompanying explanations
- Provide a broken down view of portfolio health.

### Preparation Material

- Information about MarkToMarket Accounting: <https://www.investopedia.com/terms/m/marktomarket.asp>
- Information about Endex market prices (long term): <http://data.theice.com/>
- Information about energy markets in Belgium: <https://www.vreg.be/en/energy-market>
- Cross European energy market data hub: <https://transparency.entsoe.eu/dashboard/show>

**Schedule** Beginning of July -- End of August

### Supervisor

Patrick Larin  
Contact [patrick.larin@irex-consulting.com](mailto:patrick.larin@irex-consulting.com)  
Website <http://www.irex-consulting.com/>