**MULTI-SERVICE PROVIDER**

**Classification of branch’s based on profit and setting targets for branch’s**

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# ABSTRACT

Strategically setting performance targets and effectively distributing monthly goals to branches under a multiservice provider framework is paramount for informed decision-making and operational planning. This study shifts the focus towards predicting and enhancing the performance of diverse service branches by employing cutting-edge machine learning algorithms.

A groundbreaking automated machine learning approach, integrating algorithm selection and hyperparameter optimization, is tailored to the unique customer segmentation and behavior exhibited by each branch within the multiservice provider network. The study showcases a success rate of 97% accuracy in performance prediction, coupled with a notable 10% increase in overall branch target success.

Addressing the intricate challenges of seasonality and periodicity, the research introduces an end-to-end solution through innovative multiple time series modeling. This approach stands as a significant departure from conventional studies, offering a comprehensive remedy to the nuances faced by branches in achieving their goals.

Implemented in the operational framework of a multiservice provider, this methodology proves its efficacy, providing tangible results and improvements across various branches. The study's outputs are not only applicable in real-life scenarios but also contribute to the industry's understanding of performance prediction and target optimization.

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