

The background is a dark blue gradient. On the left, there is a large, semi-transparent circular graphic containing a detailed image of a circuit board. Overlaid on the top left of this circle are two overlapping triangles: a blue one in front and a light green one behind it. In the top right corner, there is a faint, grey, 3D-rendered pattern of circuit traces.

Show Me The Money!!

Emotion Detection for Sales Call
Performance

Charlie Losche
Flatiron Data Scientist

[GitHub](#) | [Linkedin](#) | [Email](#)





What Is This?

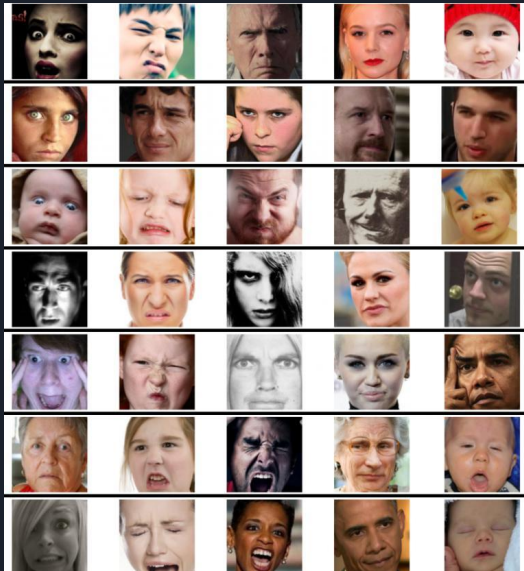
the average cost of a new Business
Development Rep is \$72,000-\$120,000
in their first year.

Data

FER 2013



AffectNet

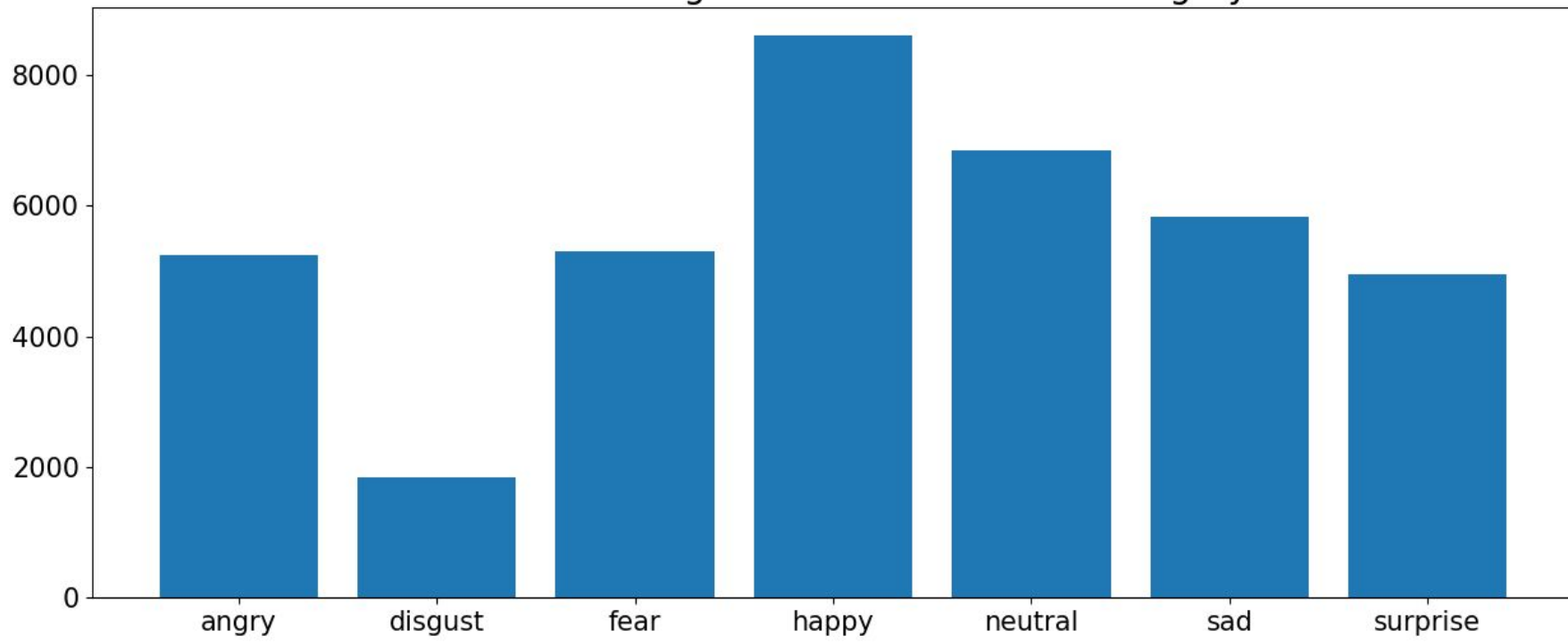


Baseline Model

Most Frequent Emotion: Happiness

| Accuracy of Happiness: 22%

Number of Images in each Emotional Category



Modeling: Initial Results

Accuracy: 56%

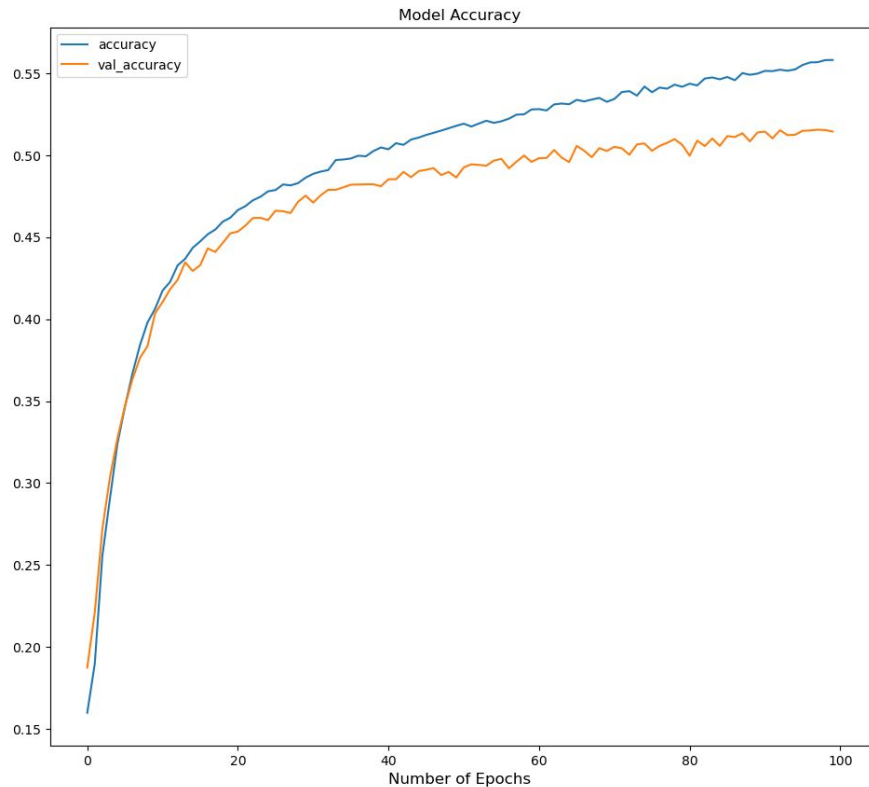
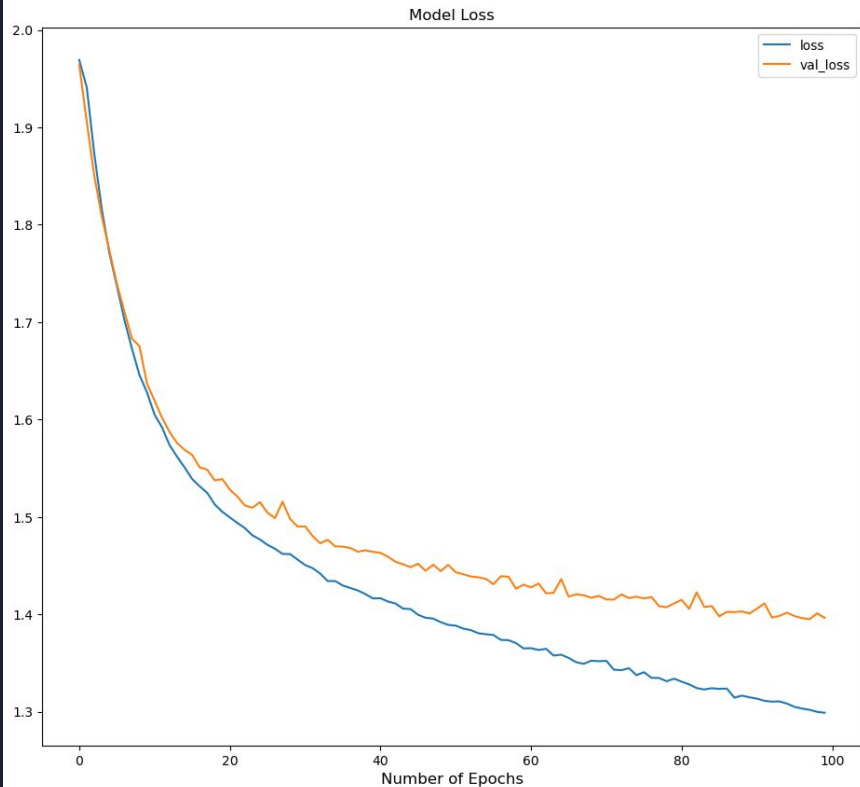
Predicted – happy

True – sad



Modeling: Transfer Learning

Loss and Accuracy for second model performance





Modeling: Final Results

Validation Acc: 54%

Test Acc: 49%



Streamlit App Demo

st.column... x OpenCV F... x Image Py... x Multipag... x Add state... x Capstone x Call_D... x why does x Home Pa... x Primary_... x How to re... x +

localhost:8501/Call_Details

Inbox (48) - clos... My Drive - Google... Netflix My Courses | Wall... Sign In - SonderM... Google Calendar -... Your Repositories Base Homerom LinkedIn Other Bookmarks

>

Call Info

At what stage in the sales pipeline did this call occur?

1. **Prospecting**

1. Prospecting 7. Customer Success Handoff

How many stakeholders were on the call? Don't include salespeople.

1

1 10

What was the outcome of the call?

☒ Moved to Next Stage

☐ Disqualified Lead

☐ No Change (Objections Not Overcome)

☐ Closed Sale

☐ Lost Sale

Here's How You Compare

If you're ready to try out the model and don't care about industry benchmarking, head to [Emotion Detection](#)

Sales Call Information - Industry Benchmarking

|| http://localhost:8501 is sharing your screen. Stop sharing Hide

Real Time Use!



Considerations:

Human Error



Predicted: Neutral

Actual: Fearful





Next Steps

Datasets

Model Benchmarking

Video Analysis

Thank You

[GitHub](#) | [Linkedin](#) | [Email](#)

