

# SCENARIO AND CONTEXT

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Facing declining client numbers, a company sourcing raw materials for B2B products seeks to understand why and identify clients at risk of moving to competitors



# SOLUTION DESCRIPTION

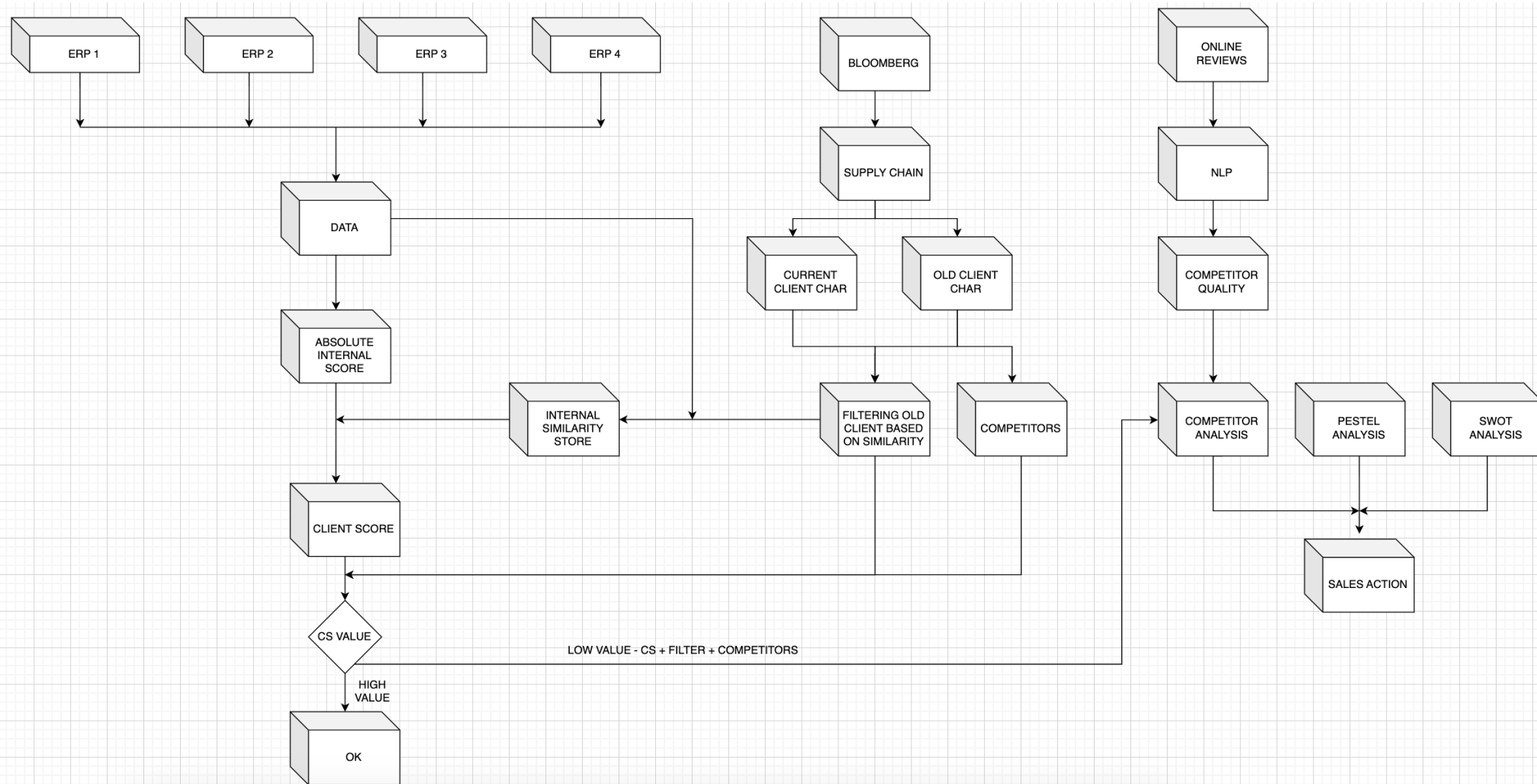
Our solution combines AI, data analysis and external market analysis to create a single, easy to interpret score.

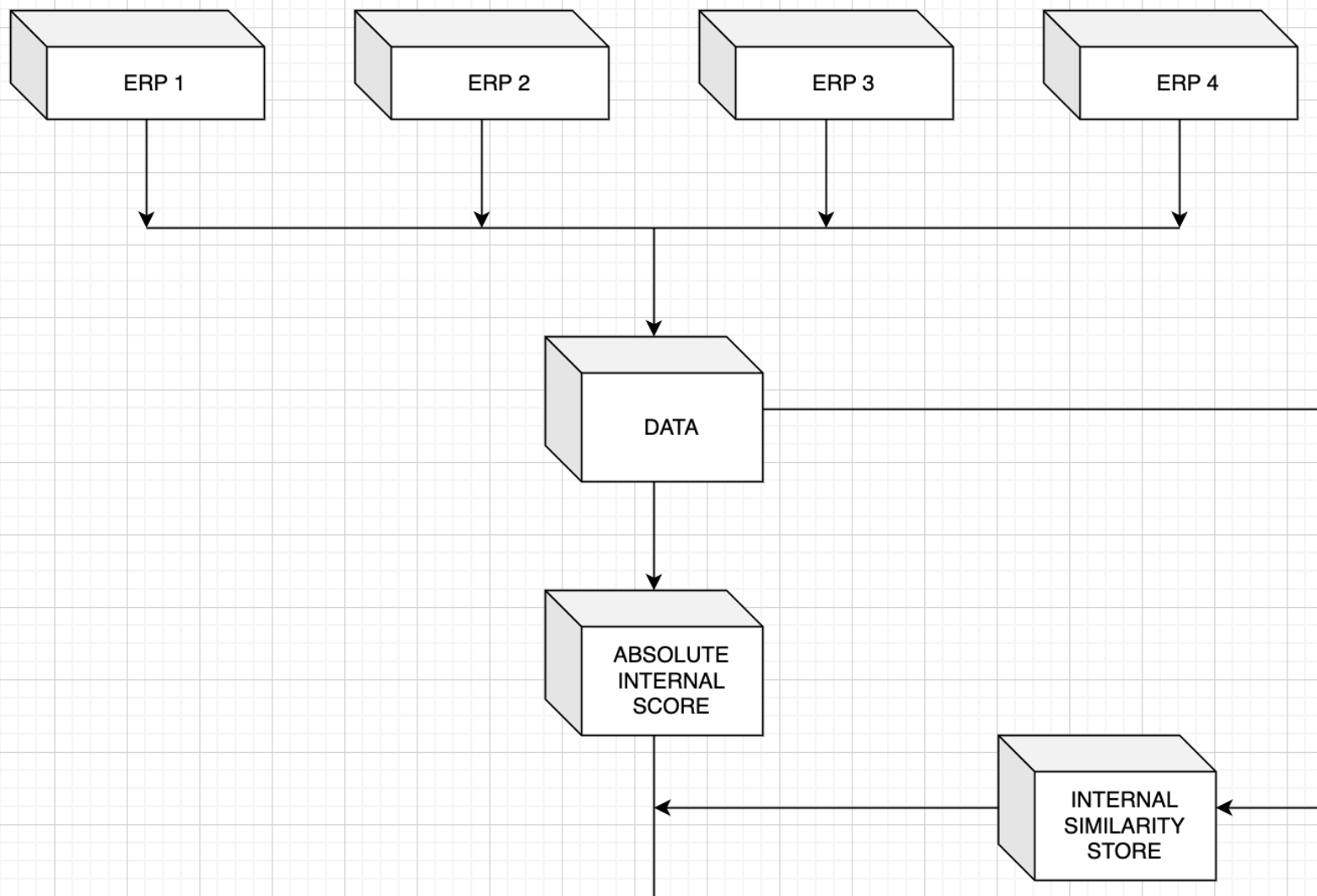
If the score is below a certain threshold, employees will be notified, allowing them to act quickly, avoiding customer churn.

The data gathered will also guide the sales action in the most effective direction, as it provides information on clients' needs and competitors' strengths



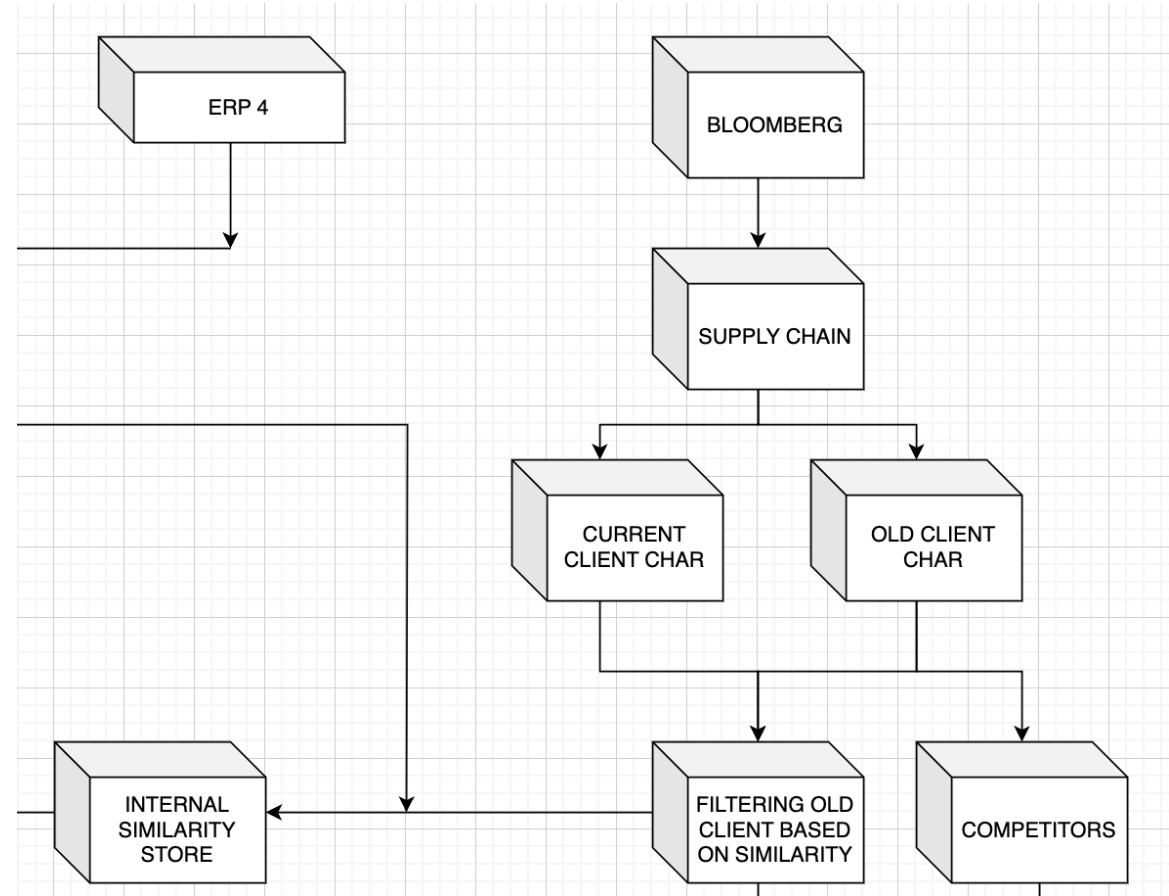
# DEPLOYMENT DIAGRAM

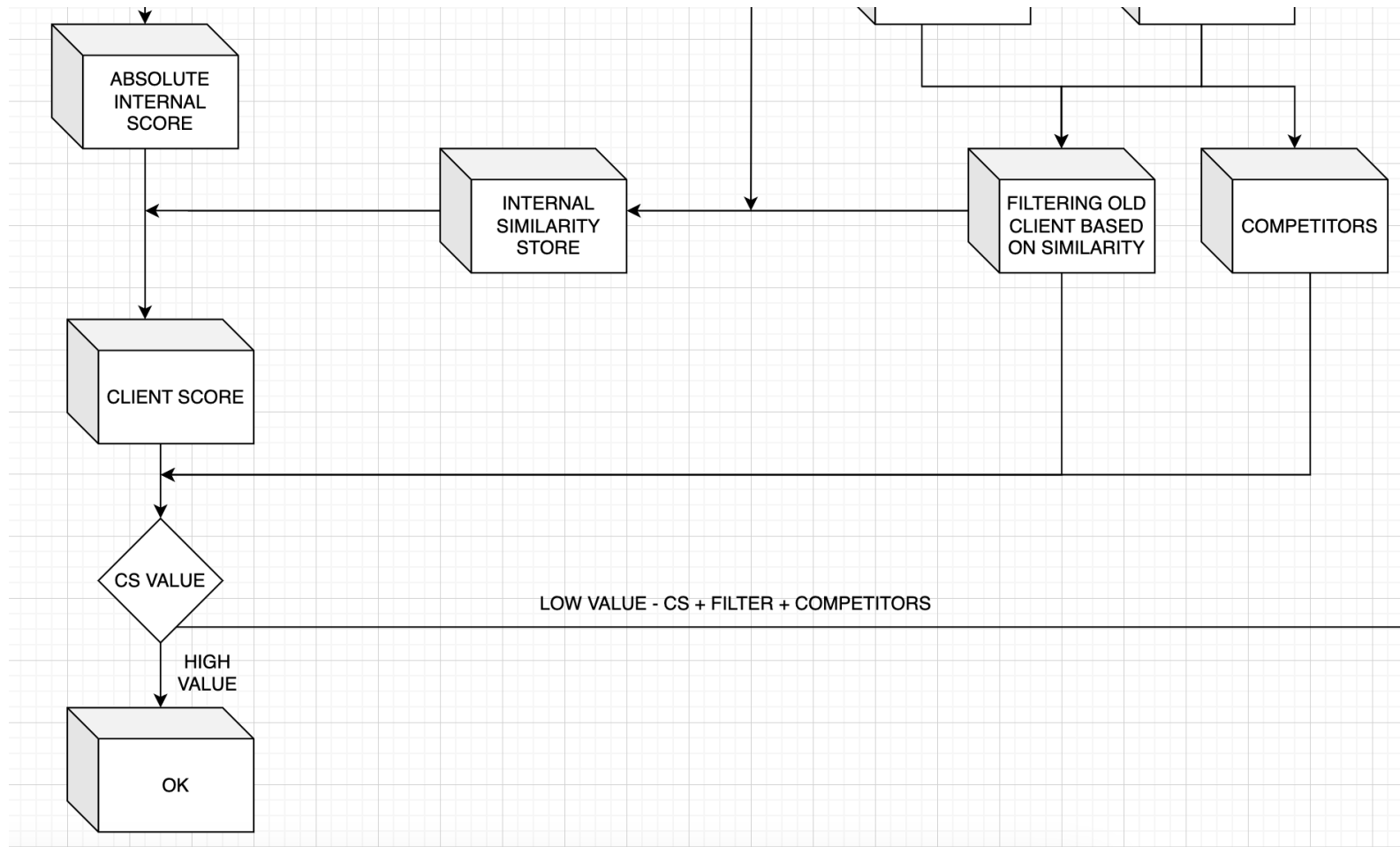




# DEPLOYMENT DIAGRAM

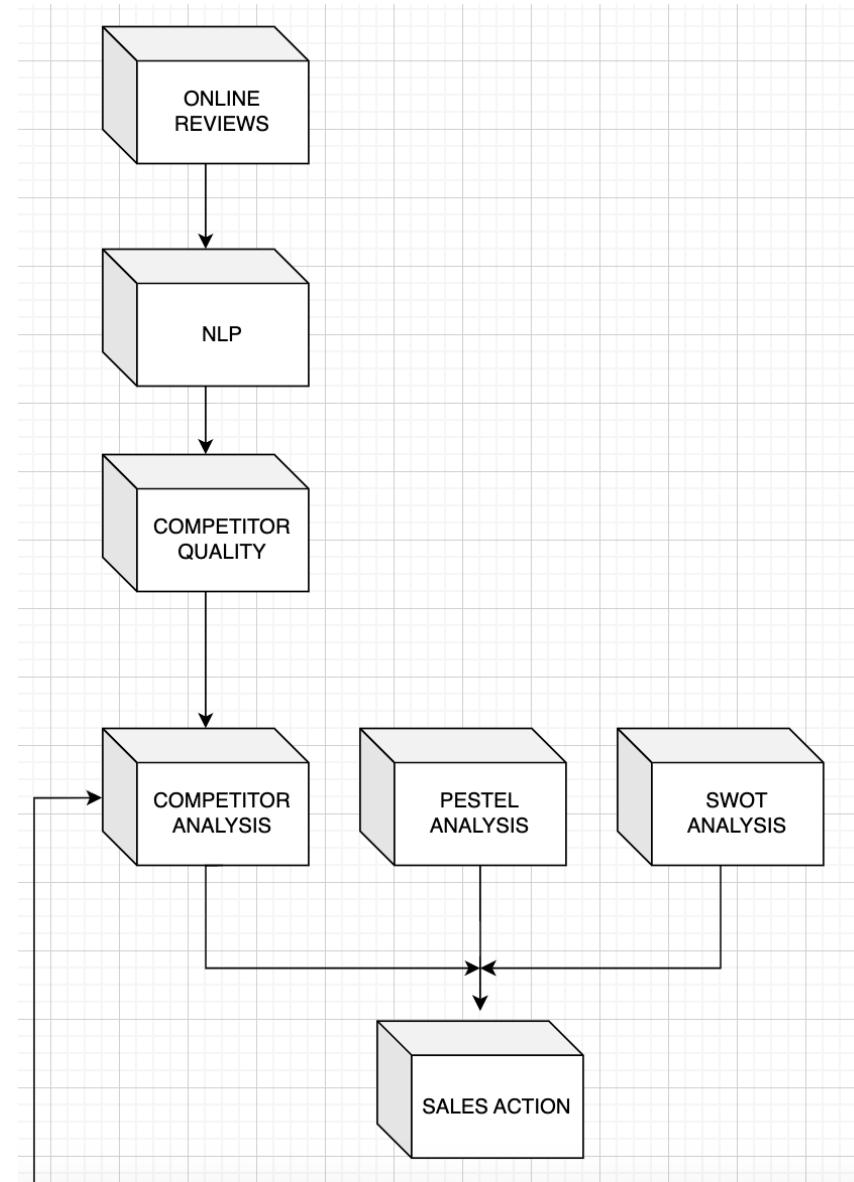
# DEPLOYMENT DIAGRAM





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# PROJECT TIMELINE



1 month:

Retrieval of data from ERP  
Calculation of absolute internal score  
Supply chain analysis



2 months:

Calculation of internal similarity score  
Calculation of client score  
Creation of NLP algorithm



3 months:

PESTEL and SWOT analysis  
Sales action



# THE TEAM



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