Pieces to the Puzzle

# Sales Tool Objective

**Mission**: Develop sales collaterals that empower Valorem Sales to persuasively influence prospects to engage with Valorem on data science initiatives.

**Goal**: Demonstrate actionable output from prepared algorithms that directly address the prospect’s specific business requirement.

**Tools**: Provide the right information for the right audience. Decks for C-Level executives, more detailed information for mid-level resources and detailed technical documentation targeting development and operations.

# Hi-Level Deck

Audience – C-Suite, decision makers

Goal – Gain interest and support

Note – Introduces PowerBI as end use tool to consume output from algorithm

# Deeper Dive Deck

Audience – Project Stakeholders, CIO/CTO/IT Directors, Product Mgmt

Goal – Solid foundation of tools, methodology, data requirements, expected output

Note – Introduces PowerBI as end use tool to consume output from algorithm

# Technical Documentation

Audience – Development

Goal – Demonstrate technical competence and evidence of experience

# Demo Tools

* Power BI Dashboard with predictive algorithm results
* Excel file attached to predictive algorithm

# Open Task to Complete

* Develop the detailed documentation supporting the in-process Buyer Propensity Predictive Model.