Target Accounts Analysis & *Weighted Model* with *R & Excel*

Obtain Weights for Model via Logistic Regression in R

```
46
47    # perform logistic regression
48    full_model <- glm(pipe_gen ~ ., data=dataset, family=binomial)
49    model_probs <- full_model %>% predict(dataset, type="response")
50    process_probs <- preProcess(as.data.frame(model_probs), method=c("range"))
51    norm_probs <- predict(process_probs, as.data.frame(model_probs))
52    summary1[[i]] = summary(full_model)
53  }
54
55  # RESULTS
56  coeffs <- (full_model$coefficients)[-1]
57  process <- preProcess(as.data.frame(coeffs), method=c("range"))
58  norm_coeffs <- predict(process, as.data.frame(coeffs))
59  weights <- (norm_coeffs/sum(norm_coeffs))*100
60  weights <- format(round(weights,2), nsmall=2)
61  df <- data.frame(coeffs, norm_coeffs, weights)
62  df <- df %>% rename("original coeffs"=coeffs,
63                      "normalized"=coeffs.1,
64                      "weights (%)"=coeffs.2)
65  df
```

61:47 (Top Level)

	Original Coeffs	Normalized		Weights
Account Health Score	0.51640369	0.3738399	0.37/2.21 =	16.94%
6Sense Account Intent Score	0.80258252	0.5972739	0.6/2.21 =	27.06%
6Sense Account Profile Fit	1.31840252	1.0000000	1/2.21 =	45.30%
Global Ultimate Parent Employee Count	0.03758173	0.0000000	0/2.21 =	0.00%
Interesting Moments	0.34022550	0.2362889	0.24/2.21 =	10.70%
Sum		**2.2074027**		**100%**

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Input Weights into Excel Model & Identify Target Accounts

A	B	C	D	E	F	G	H	I	J	K
		Marketing Segment		Employee Segment		Health Score	6sense	6sense	#Interesting Moments	Has SQLs ?
2024	Weight in Scoring	15%		15%		5%	22%	18%	15%	10%
l Ultimate Parent Comp	Account Owner	Segment	Sub Segment	Employee Segment	Focus Rating	Health Score	6sense intent Score	6sense profile score	Interesting Moments This Year	SQLs Created this year
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	$ [redacted]

		Percentile Normalization Ranking						
Value Score	Percentile of Score	Marketing Segment	Employee Segment	Health Score	6sense intent Score	6sense profile score	#Interesting Moments	SQLs
0.99	100%	1	1	1	0.95	1.00	0.998	0.997
0.98	100%	1	1	1	0.93	1.00	0.993	0.998
0.98	100%	1	1	1	0.94	1.00	0.995	0.955
0.98	100%	1	1	1	0.92	1.00	0.997	0.996

Weights were further adjusted based on conversations with Sales Managers and regional VPs. Above are screenshots of columns that are weighted and their normalized counterparts. After normalization, each account is assigned a Value Score intended to help identify target accounts.

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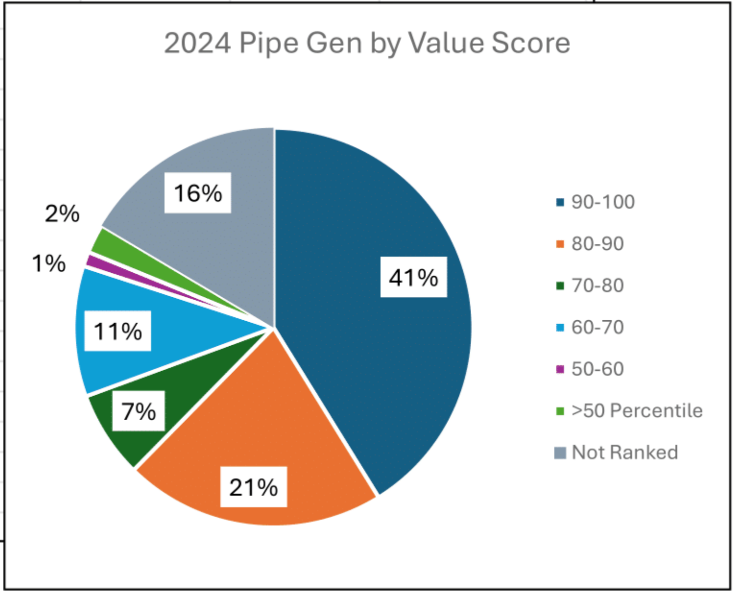
Check if model is properly capturing accounts

F	G	H	I	J	K	L	M	N	O	P	Q
		2023				2024					
Value Score	Percentile of Sco	nteresting Mome	SQLs	Elite Pipe G	Closed Wo	Interesting Moments	SQLs	SQLs (#)	Elite Pipe G	lite Pipe Ge	Closed Won
0.1	0%	0	$ -	$ -	$ -	0	$ -	-	$ -	-	$ -
0.1	0%	0	$ -	$ -	$ -	0	$ -	-	$ -	-	$ -
0.1	0%	0	$ -	$ -	$ -	0	$ -	-	$ -	-	$ -
0.1	0%	0	$ -	$ -	$ -	0	$ -	-	$ -	-	$ -
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				
0.1	0%	0	$ -	$ -	$ -	0	$ -				



Since the model was based on 2023 data, we check 3 months into 2024 to see if the model is properly capturing the intended accounts (i.e., we want to see if the higher value scores are reflected in the pipeline generated). The high percentage makeup of '90-100' scored accounts indicates a good model but will be improved upon based on the current data collected.

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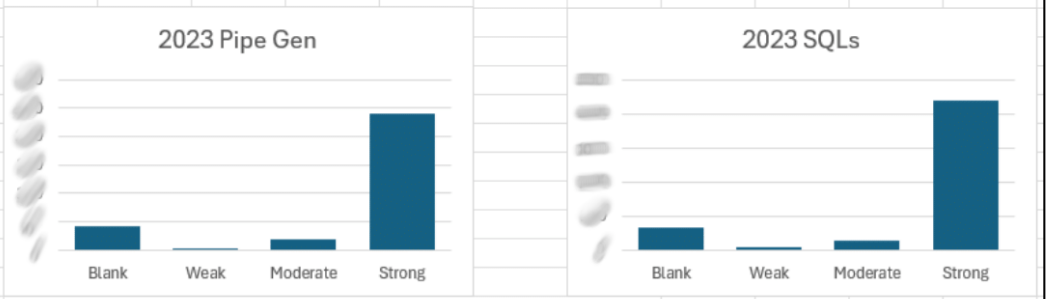
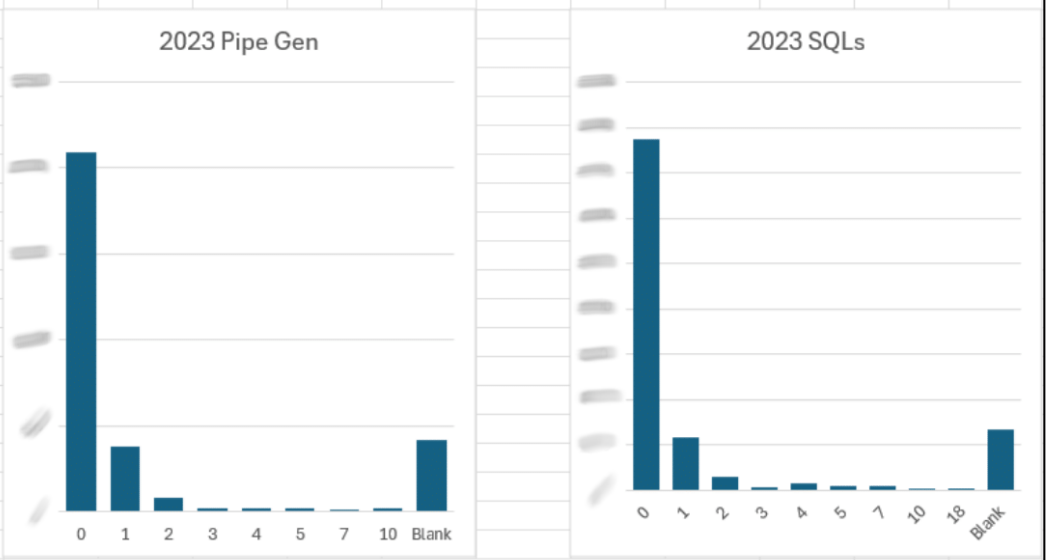
Check if model is properly capturing accounts (cont.)

6SENSE PROFILE FIT



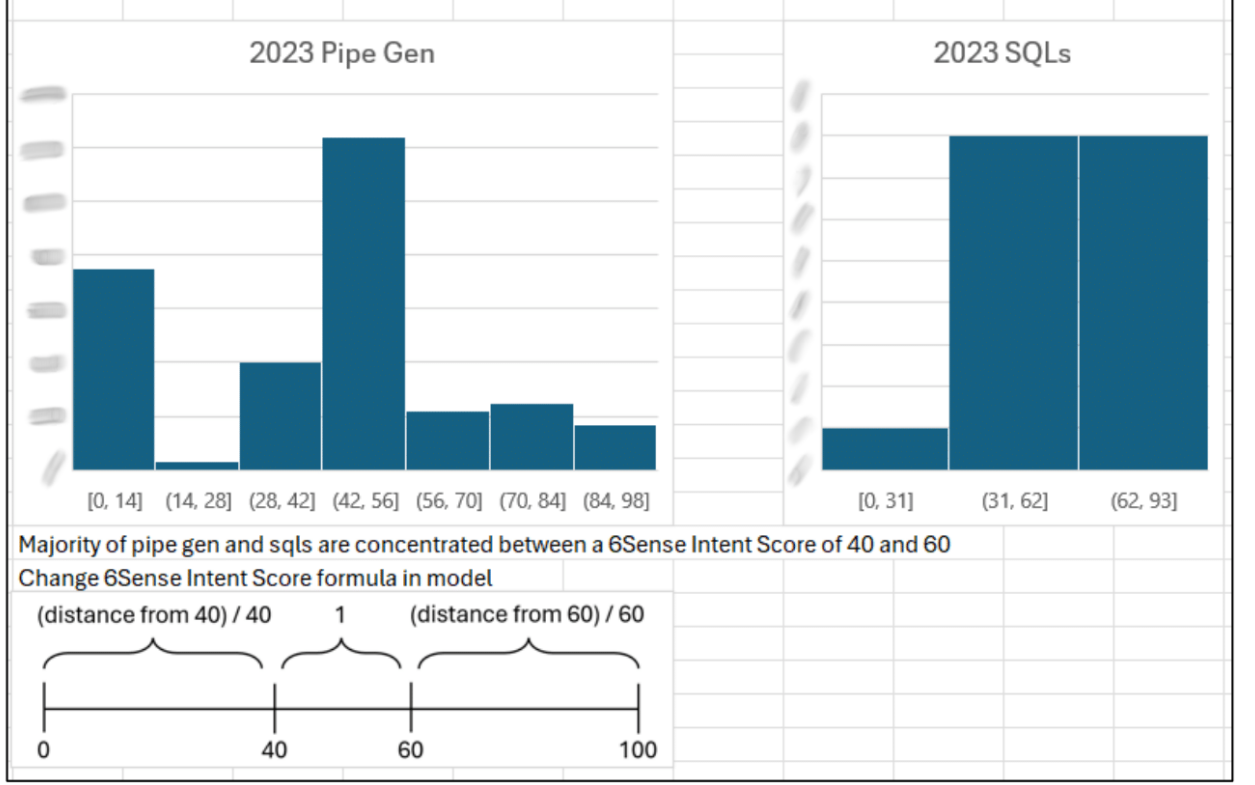
Clearly the majority of pipe gen and sqls have a Strong 6Sense Profile Fit
Increase weight from 20% to 30%

INTERESTING MOMENTS



# of interesting moments doesn't seem to have an impact on the # of pipe gen or sqls
Decrease weight from 25% to 10%

6SENSE INTENT SCORE



Majority of pipe gen and sqls are concentrated between a 6Sense Intent Score of 40 and 60
Change 6Sense Intent Score formula in model

In the case that the model is inaccurate for a particular team, we look at each factor individually and adjust accordingly.

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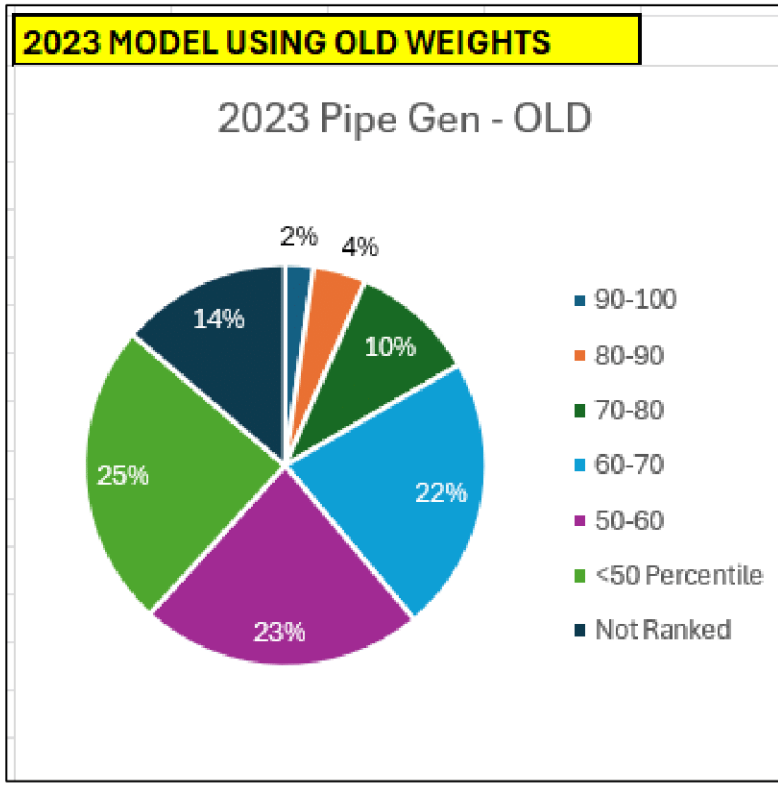
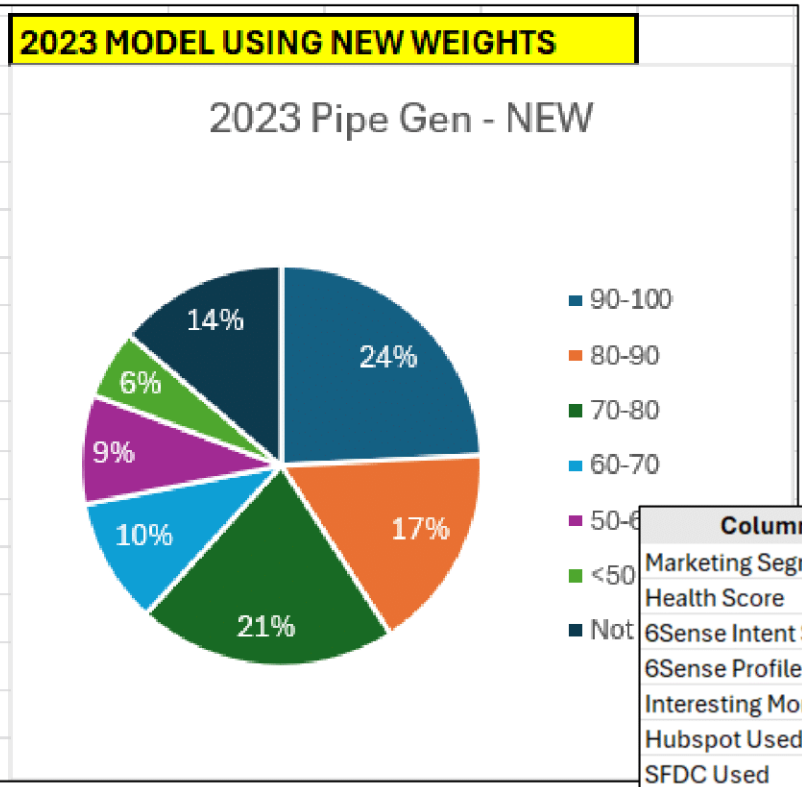
Check if model is properly capturing accounts (cont.)

2023 MODEL USING OLD WEIGHTS



2023 MODEL USING NEW WEIGHTS



Column	Old Weights	New Weights
Marketing Segment	10%	15%
Health Score	5%	10%
6Sense Intent Score	20%	20%
6Sense Profile Fit	20%	30%
Interesting Moments	25%	10%
Hubspot Used	10%	0%
SFDC Used	10%	15%
Total	**100%**	**100%**

Notice how the new weights better capture ’90-100’ value scored accounts.

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