DHL / Win Customers - Predictive Analysis

To understand and cater customers in much more better way.

Synopsis to build understanding

Note: **Spend considerable amount of time understanding the dataset given.**

https://goo.gl/Qg7KdE

Two type of data set can be leveraged:

➔ **Internal data**. Example of internal data are the customer profile, the **trend** of the customer opportunities (open, won, lost), the sales lifecycle key performance indicators (KPIs), the domain specific/sector based trend, the renewals performance, the sector financial trends etc.
➔ **External data**: I would like the tool to access combined information from open source data (i.e Stock Market Data, search engines, unstructured documents, social media audience on twitter/fb/etc).

Some challenges to overcome to solve the problem will be:

● The ability of the AI to match, from the internal customer profile, the information related to the correct customer and to rate the quality of the data collected. We're looking for measurable metrics to help decision making and prediction.
● Extra: The solution may possibly interact with the user using natural language.

Outcome:

AI tool to predict customer churn rate and opportunity win rate.

Tags: AI, Predictive Analytics, Intelligence dashboard, Data Processing.