

Data Science PROJECT

Client: Sales Effectiveness | Category: Product Sales

Project Ref: PM-PR-0019

Business Case:

FicZon Inc is an IT solution provider with products ranging from on-premises products to SAAS based solutions. FicZon major leads generation channel is digital and through their website.

FicZon business is majorly dependent on the sales force effectiveness. As the market is maturing and more new competitors entering the market, FicZon is experiencing the dip in sales.

Effective sales is dependent on lead quality and as of now, this is based on manual categorization and highly depended on sales staff. Though there is a quality process, which continuously updates the lead categorization, it's value is in for post analysis, rather than conversation.

FicZon wants to explore Machine Learning to pre-categorize the lead quality and as result, expecting significant increase in sales effectiveness.

PROJECT GOAL:

1. Data exploration insights – Sales effectiveness.
2. ML model to predict the Lead Category (High Potential , Low Potential)

Feature Details:

RangeIndex: 7422 entries, 0 to 7421

Data columns (total 9 columns):

Created	7422	non-null	object
Product_ID	7364	non-null	float64
Source	7405	non-null	object
Mobile	5612	non-null	object
EMAIL	7422	non-null	object
Sales_Agent	7399	non-null	object
Location	7364	non-null	object
Delivery_Mode	7422	non-null	object
Status	7422	non-null	object

Database details:

DB Name: project_sales

Table Name: data

Host: 18.136.157.135

Port: 3306

Username: dm_team2

Password: DM!\$Team&27@9!20!