



Predicting Customers from Sales Pipeline Data

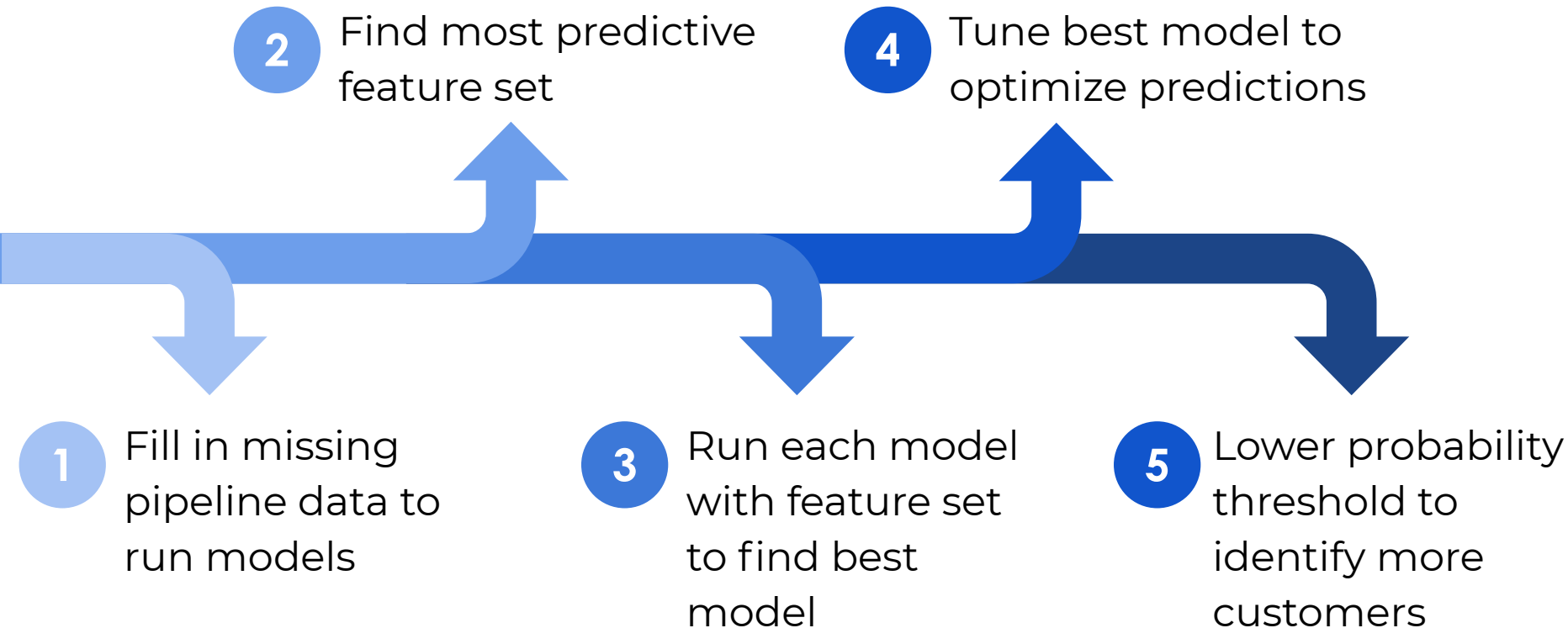
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Project 3
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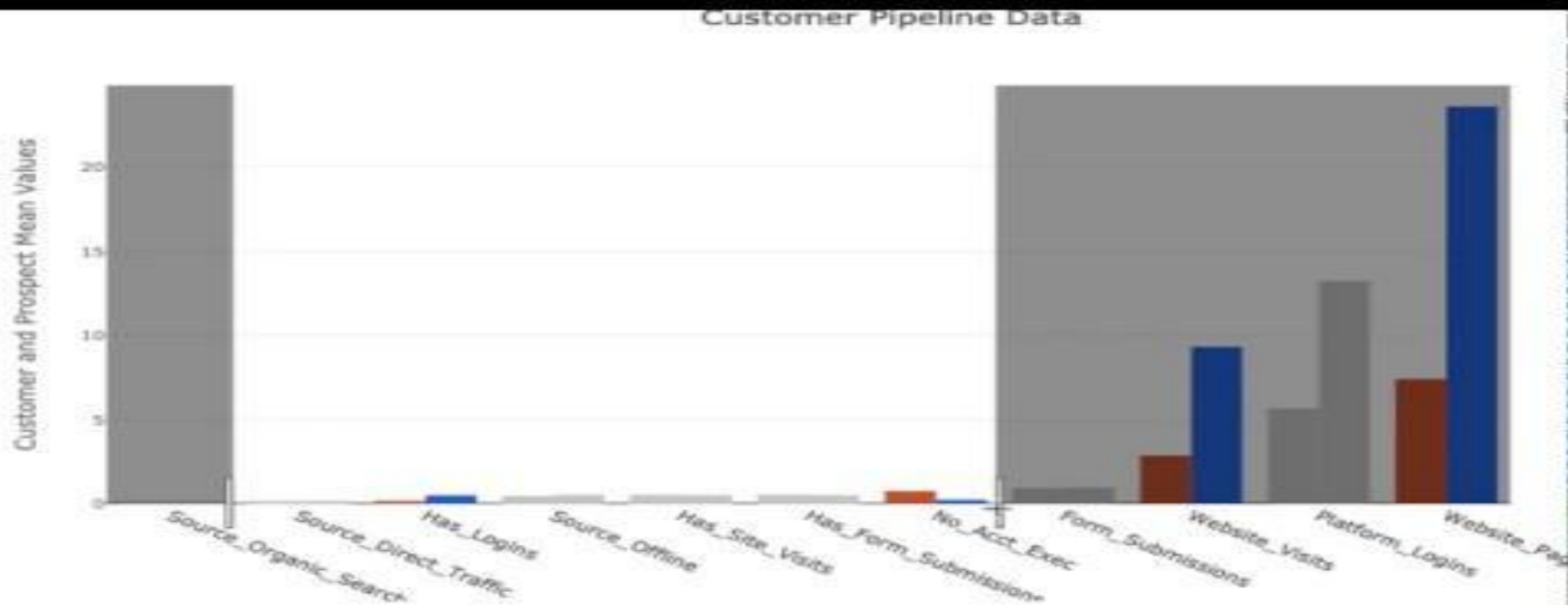
Results

- Platform users much more likely to become customers
- Prospects in same pipeline stage for months very unlikely to become customers
- Discovering company via social media and online marketing is negative correlated to customer acquisition

Process



Best Features



Model Selection

Similar results from:

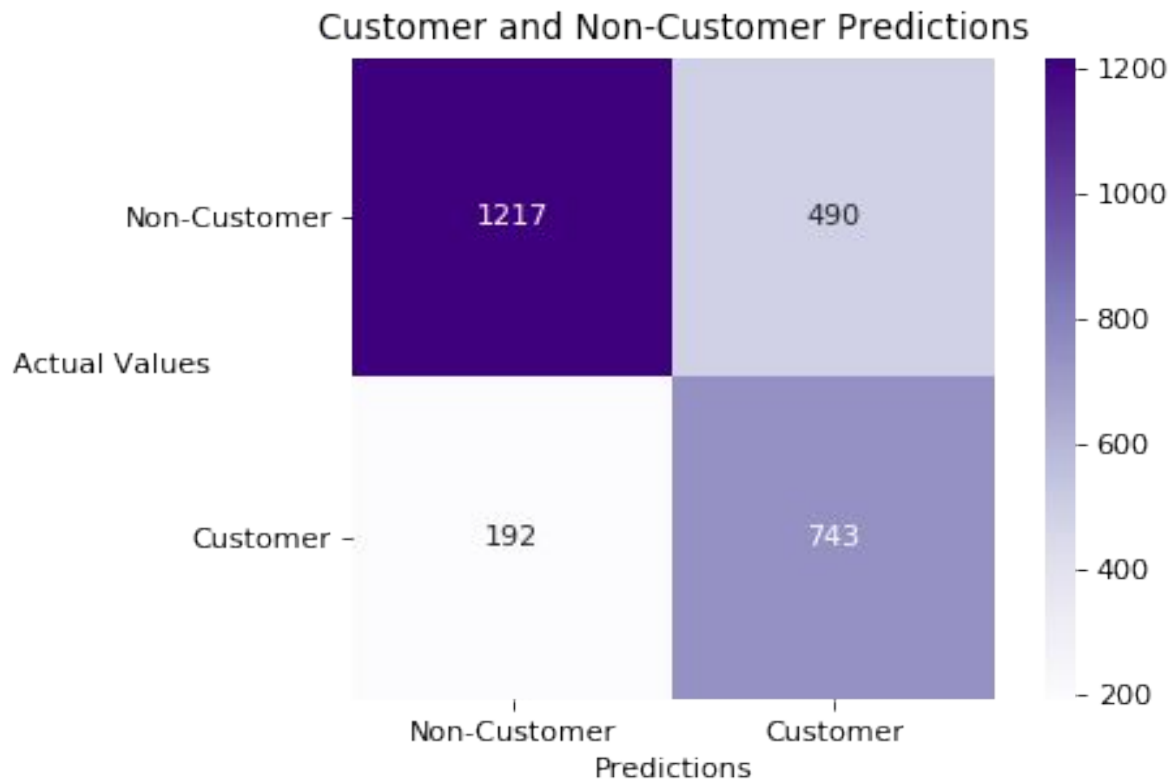
Logistic Regression

Naive Bayes

Random Forest

Logistic Regression has best overall scores and is our final model

Final Model Results



Recommendations

- Improve consistency of data collection
- Create incentive for first-use of company platform
- Increase web content/marketing efforts to drive website traffic
- Create sales incentives to advance leads in the sales pipeline with greater speed