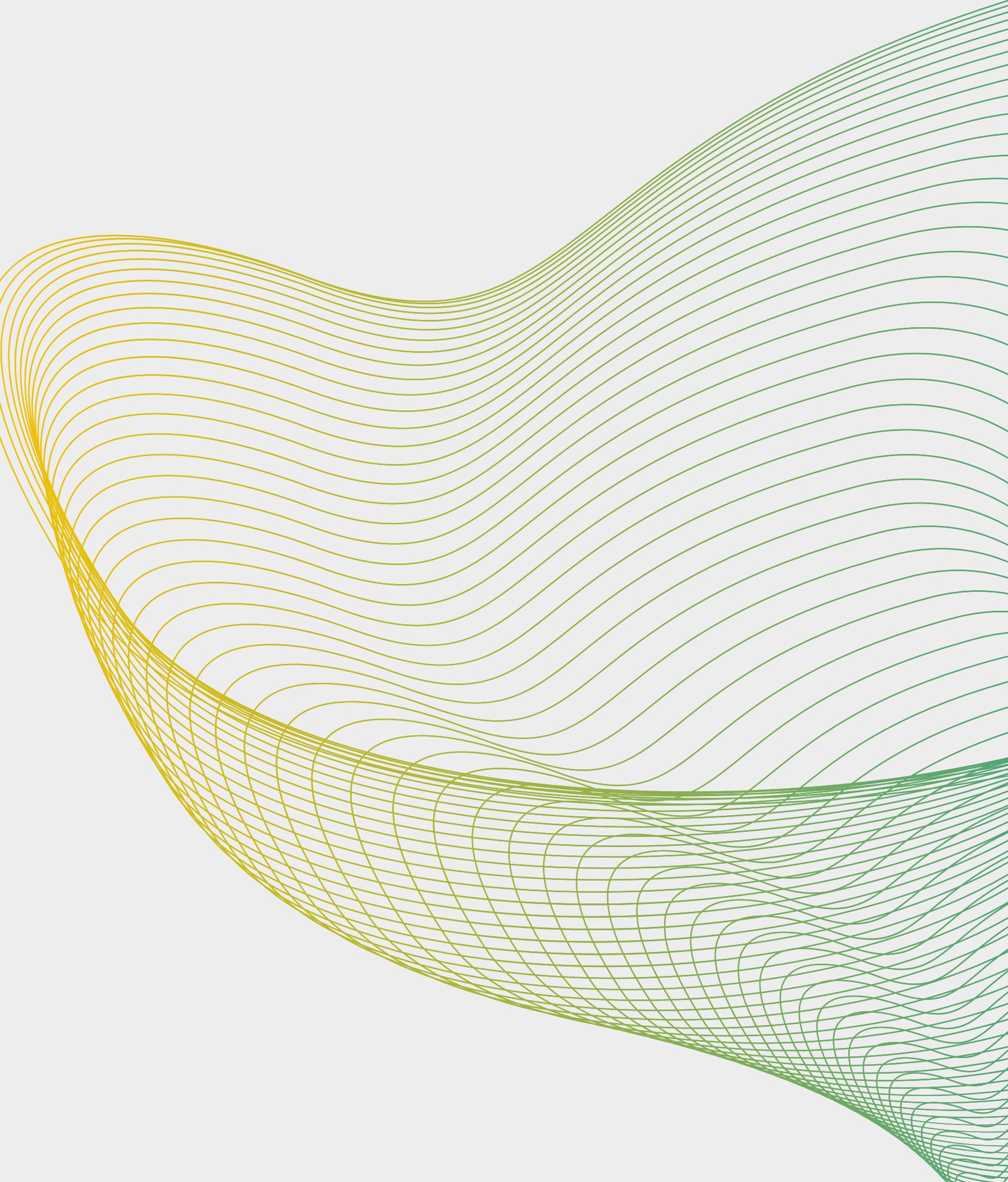


AI-enabled Sales Planning

Opportunity Classification

Created by

*Abhishek Malpotra
Siddharth Naidu*



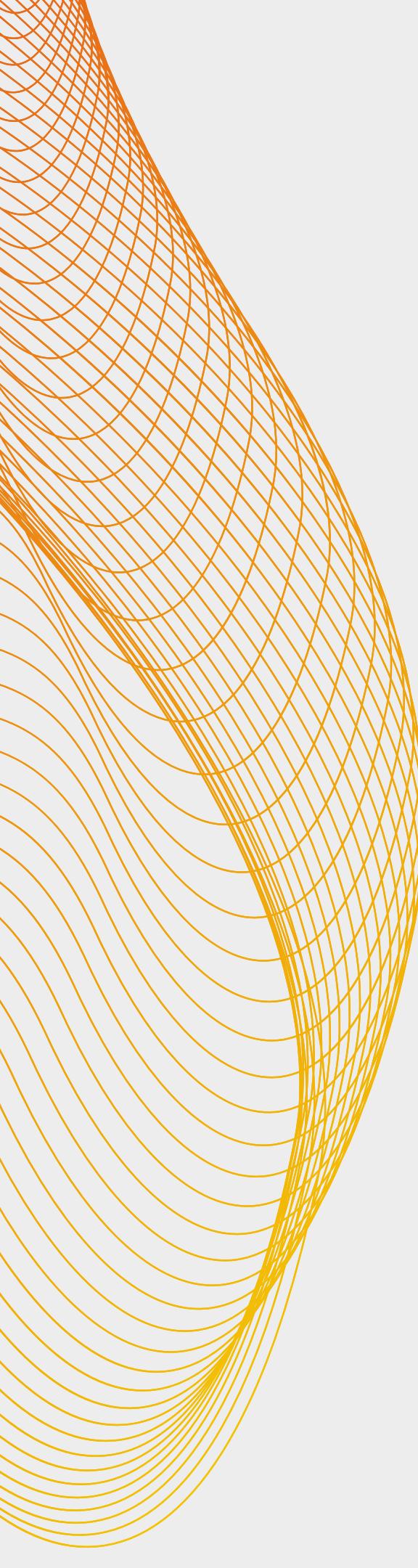


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- Project Overview
- The Business Challenge
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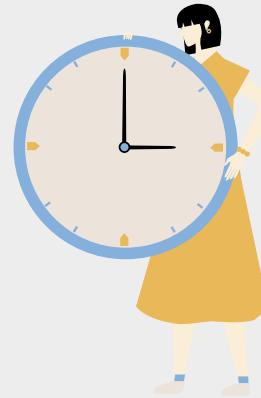
Project Overview

This project aims to help sales representatives focus on selling, by minimizing their time spent on analyzing Sales opportunities



The Business Challenge

Manual Sales Opportunity Analysis is costing businesses dearly



*Sales reps spend
>25% of their time in
Opportunity Analysis
and Planning*



*An average Sales Rep
earns \$100k USD*

*i.e. this activity costs
a Sales firm ~\$25k
USD / sales rep / year*



*Industries most affected:
Healthcare
Financial Services
Technology*

The Business Challenge

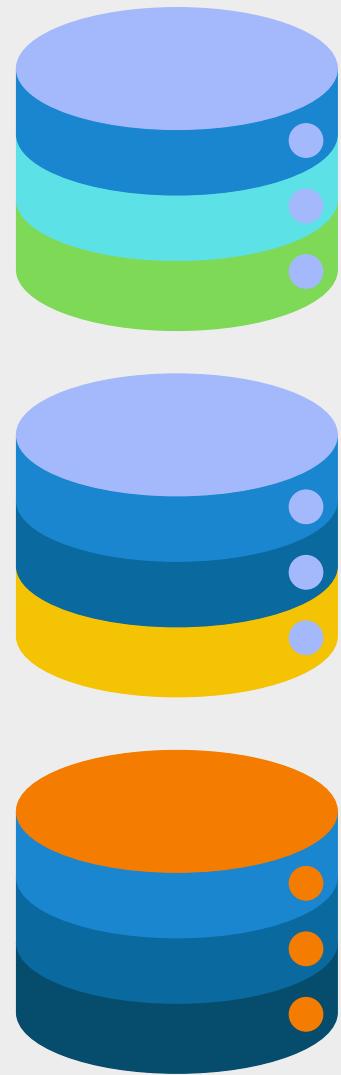


Imagine you have a great
team of Sales Representatives

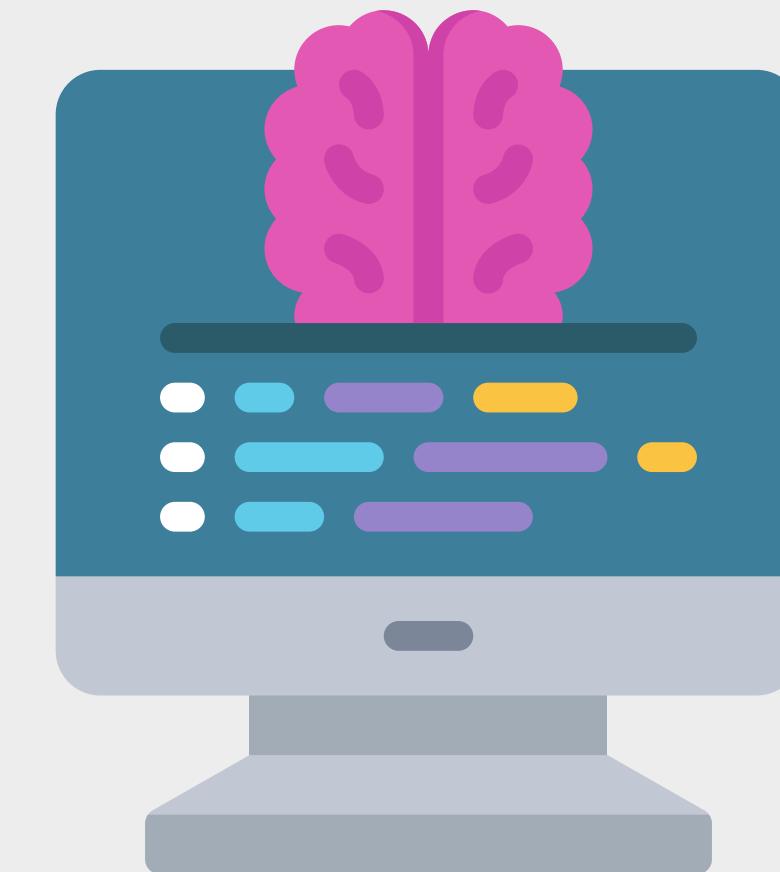
Who aren't spending enough
time selling

Our Solution

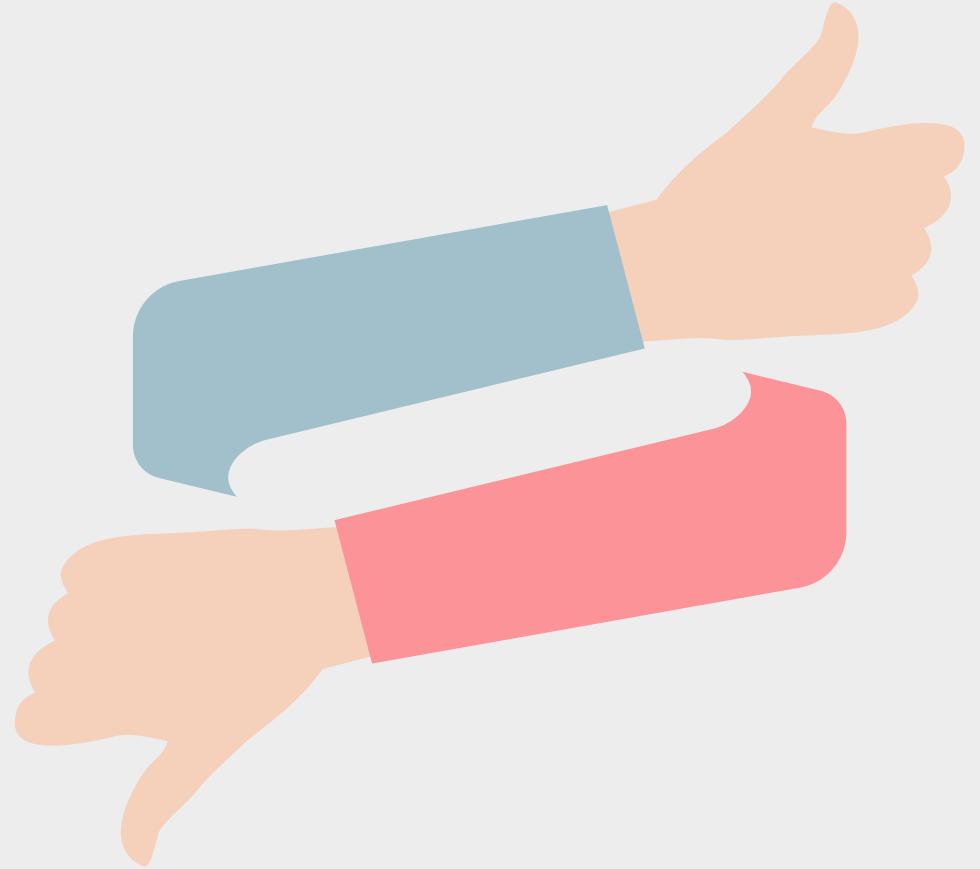
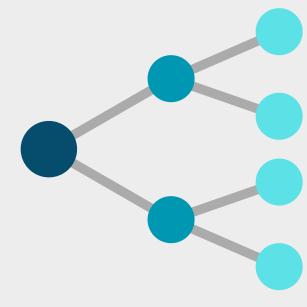
Why not invest in an AI-powered solution and spend a fraction of the amount spent on Opportunity Analysis and Planning, today?



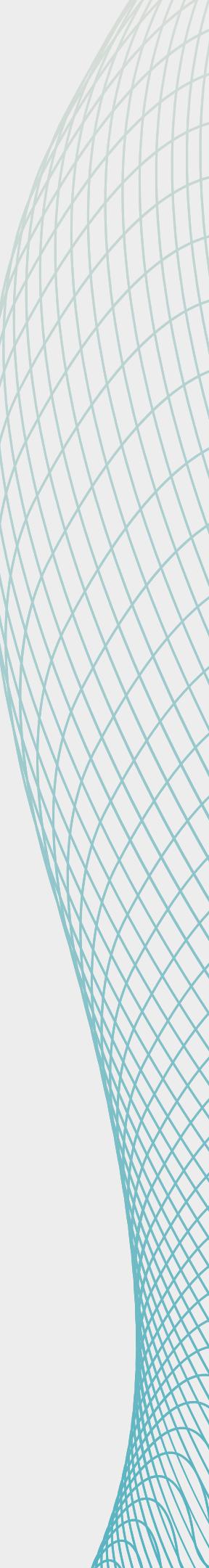
Opportunity Data



Machine Learning Engine



Classified Opportunity



Our Approach

DATA SOURCE

[Kaggle](#) | 80k rows | 13 columns

Technology Primary

City

B2B Sales Medium

Sales Velocity

Opportunity Status

Sales Stage Iterations

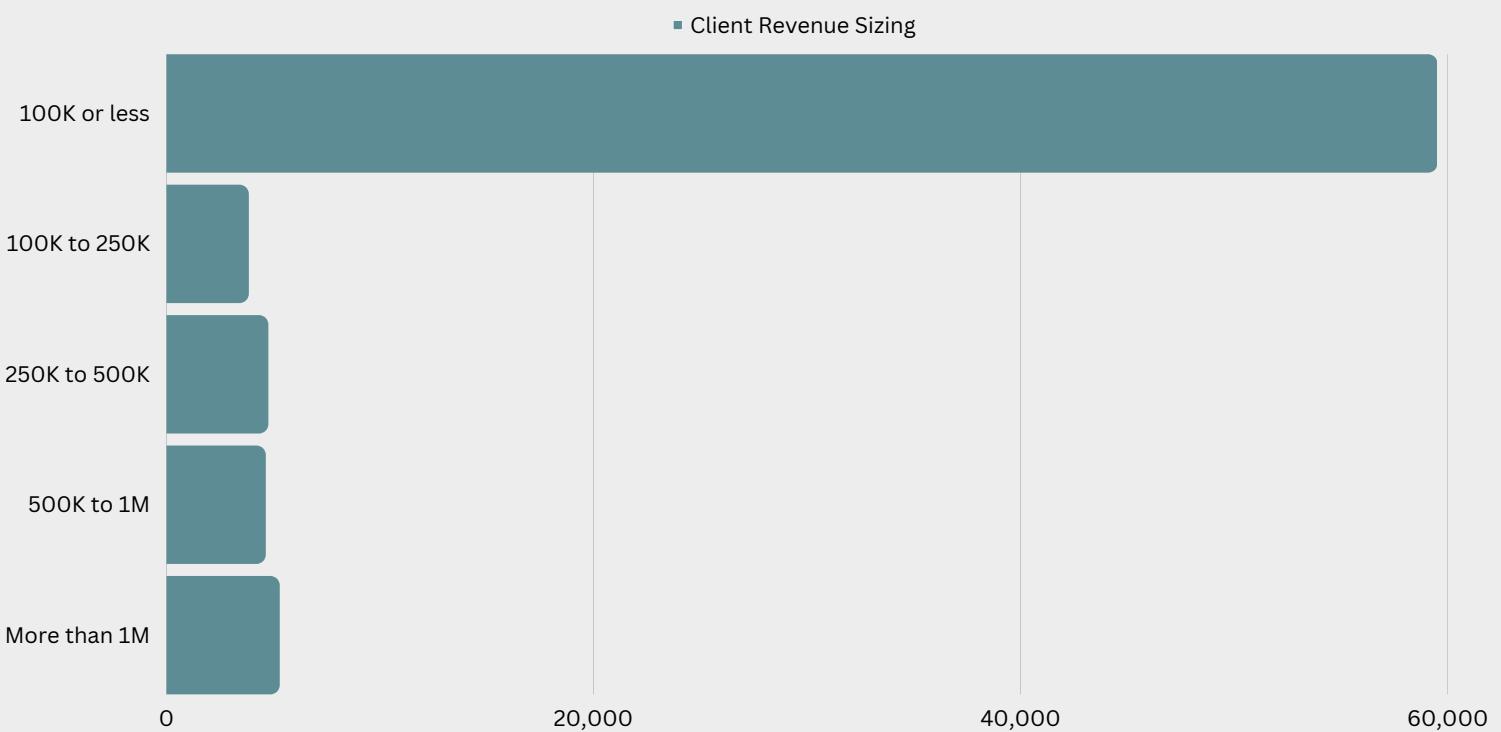
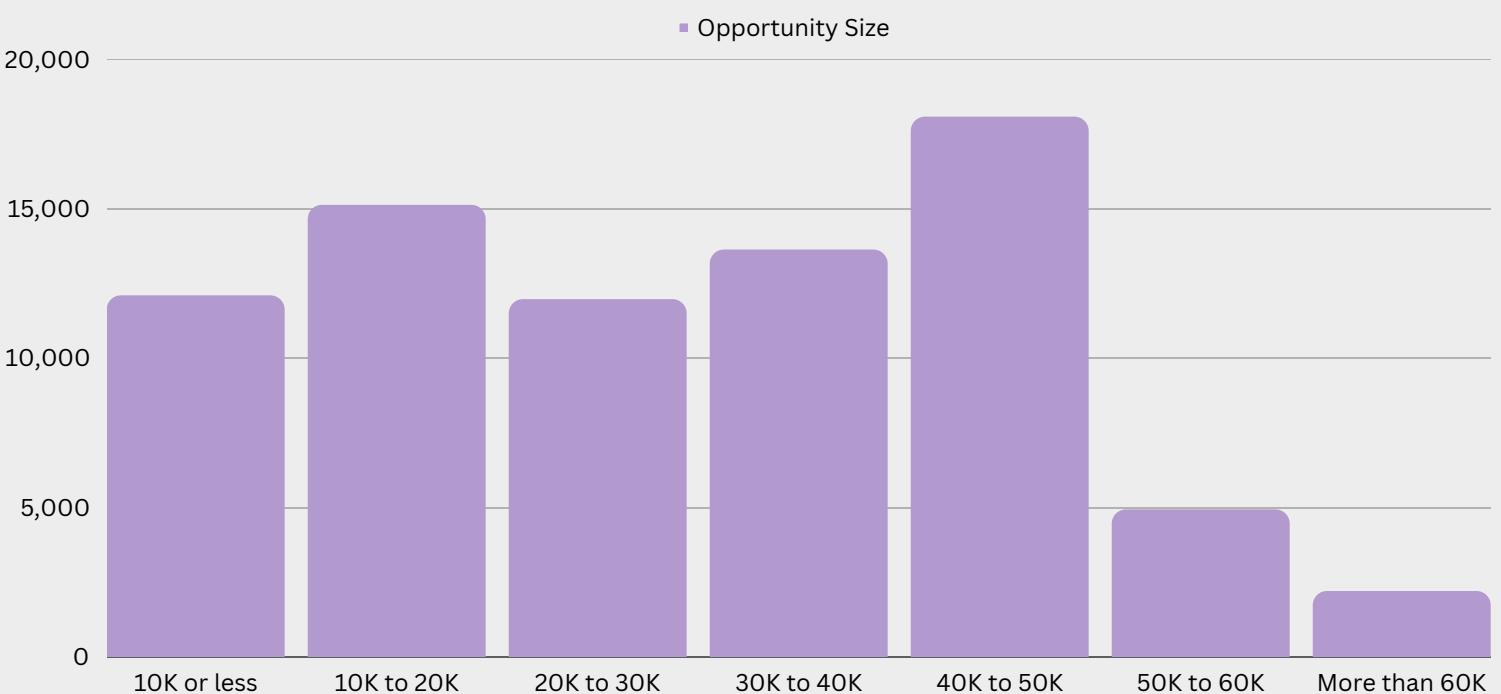
Opportunity Size (USD)

Client Revenue Sizing

Client Employee Sizing

Business from Client Last Year

Compete Intel



Our Approach



EXPLORATORY DATA ANALYSIS

Statistical

*Null values
Missing values
Duplicate values
Data Shape
Datatypes*

Visualized

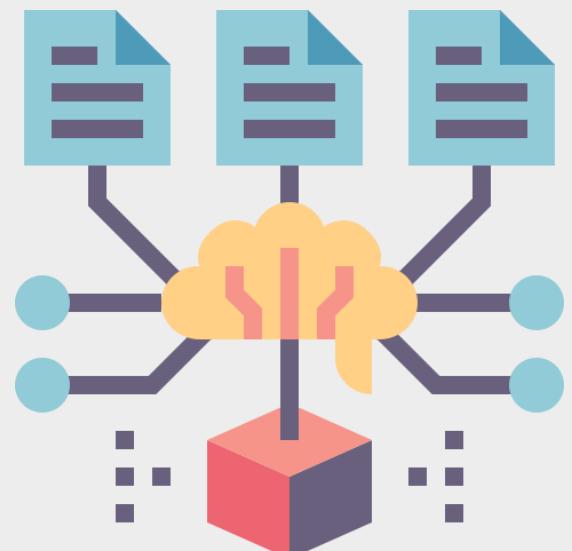
*Numerical distributions
Data skewness
Countplots
Boxplots
Correlation matrix*

Our Approach



DATA PREPARATION FOR MODELLING

*Outlier Imputation – 95 percentile
Encoding – Label and Binary Mapping
Handling Imbalances – Up-sampling with SMOTE
Splitting Train and Test Data sets
Data scaling to -1 to 1 scale
Applying VIF – Collinearity feature check*



DATA MODELLING

*Support Vector Machines Classification
Random Forest Classification
Logistic Regression*

Our Approach



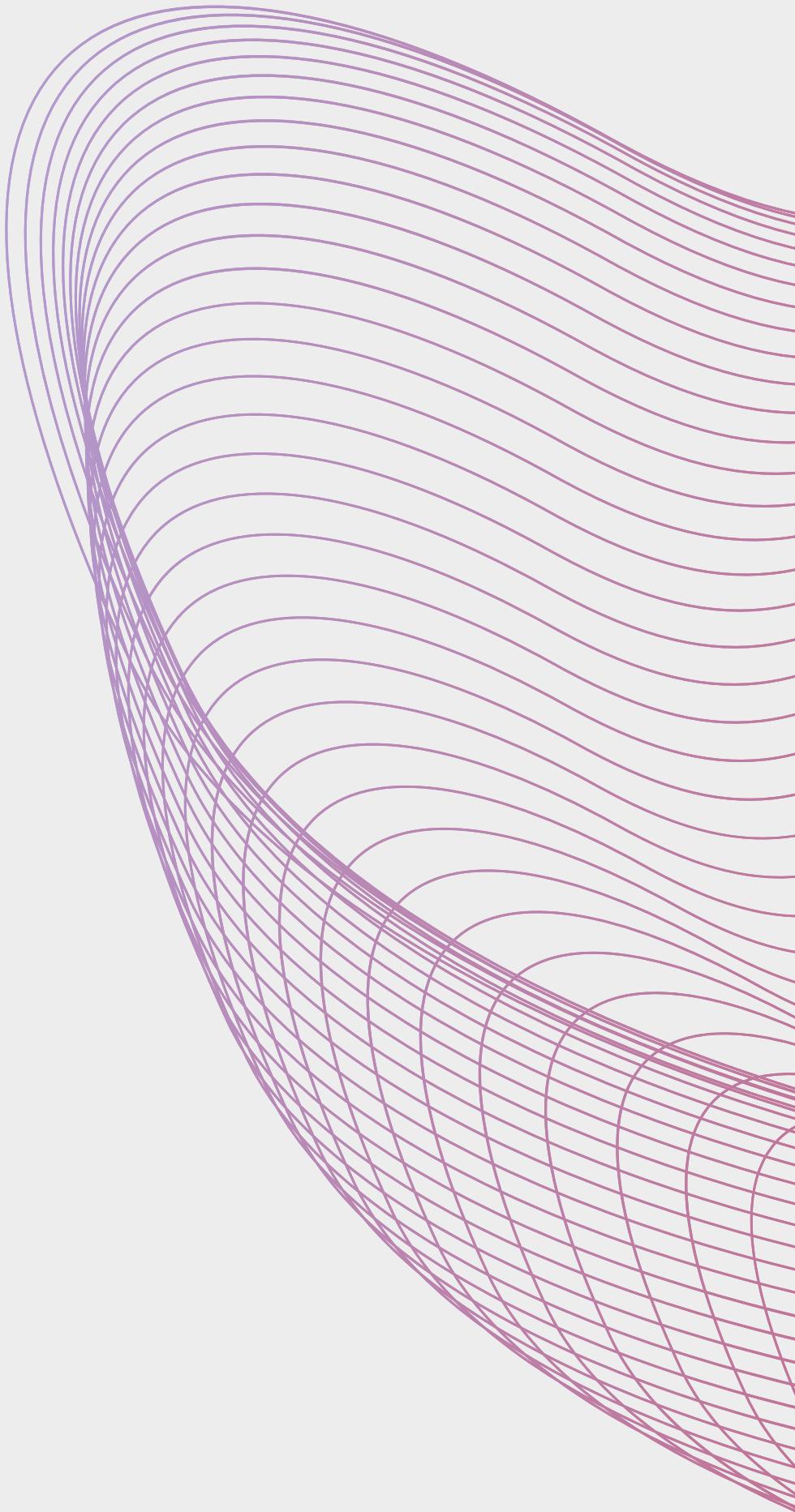
MODEL EVALUATION

*Accuracy
Recall
Precision
F1-Score*



HYPER-PARAMETER TUNING

*Support Vector Machines Classification
Random Forest Classification*

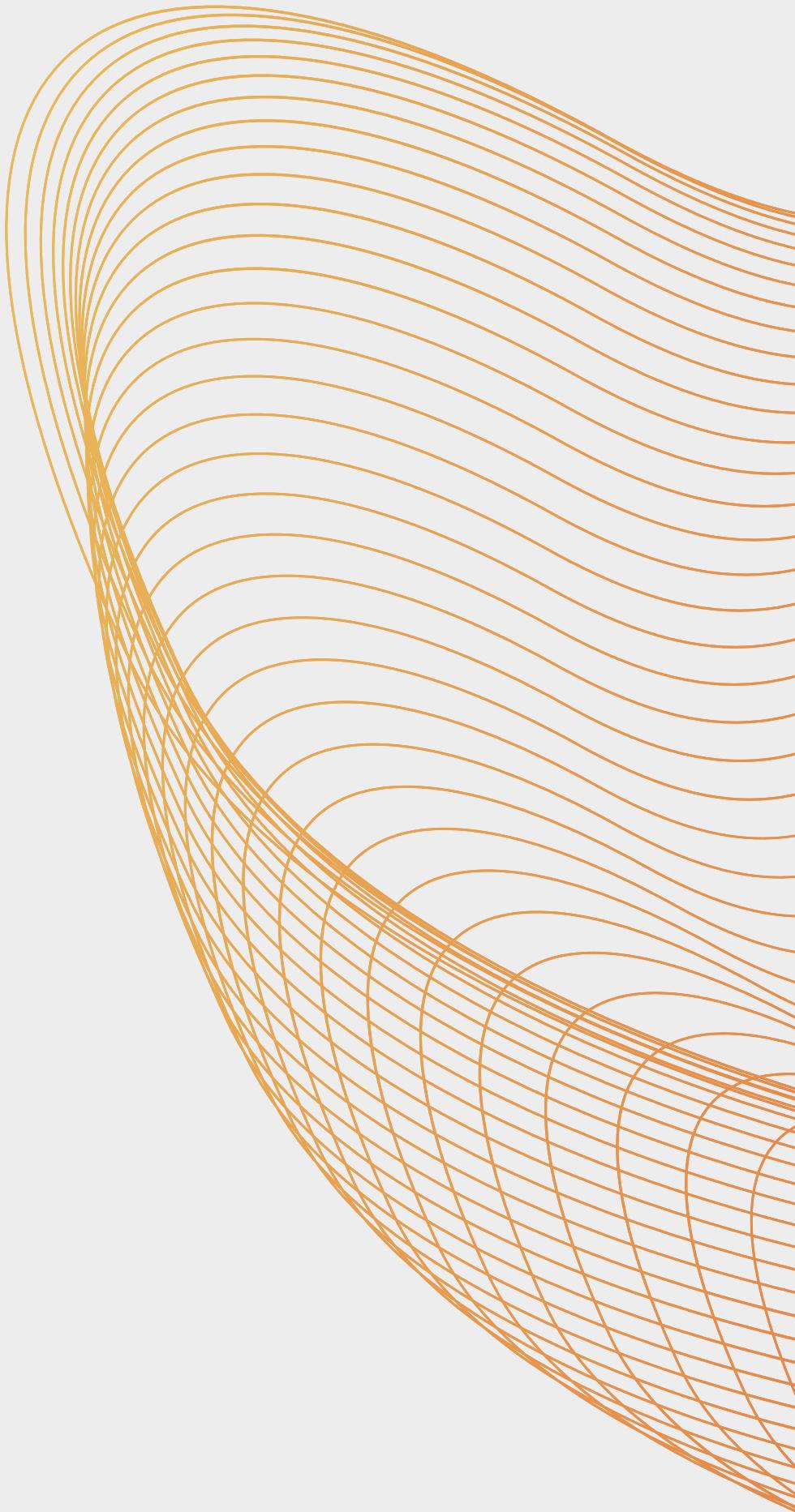


Our Approach



DEPLOYMENT

Our model is deployed on a Flask generated UI, which is ready to be tested!



Conclusion

The Sales team now can have a ready-list of classified opportunities.

This list can be used to Plan, Prioritize and Sell effectively





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Our Team

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Thank You

