# Title: Freddy FSA BLR - Nov 2019

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| **Aspirations - Q[4] 2019 - mid quarter update** Freshsales, Freddy-BLR, 21/11/2019 |
| Mission: Build an intelligent CRM |

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| **Squad/Team-name-here** | **Name** |
| Freddy | Bharathi |
| Freddy | Srivatsa |
| Freddy | Padmanabh |
| Freddy | Suvrat |
| Freddy | Shreeranjini |
| Freshsales | Kathirvalavan |
| Freshsales | Arun |
| Freshsales - QA | Logesh |
| Freshsales | Sivalingam |
| Freddy | Swaminathan |
| Freshsales | Sudharshan |
| Freshsales - Product | Aditi |
| Freshsales - Product | Srivatsan |

## **Previous Aspirations Link:**

[Freddy FSA BLR - Oct - 2019](https://confluence.freshworks.com/pages/viewpage.action?pageId=230066847)

## **Quarterly commitments & Progress:**

| Goals | Description | Status |
| --- | --- | --- |
| Forecasting R & D | Forecast #win\_deals and revenue for every (product X territory) at monthly/quarterly levels   * Build a model to predict the number of deals that are going to win in the next month/quarter out of the current open deals * Leverage Deal insights predictions to identify the actual deals that are going to win   + Aggregate deal values from these deals as the revenue forecast   + Approaches used are - Regression and State Machine models   + Use time series forecasting to estimate revenue from new deals that will get created during the prediction timeframe | * Initial iteration of regression completed * Tested on few accounts * There is scope for improvement in the predictions which we are currently working on * Plan to publish a report for December revenue forecasts for Freshworks and analyse the feedback - end of November '19 * State machine model also currently looked into |
| Feedback Monitoring System | * Reads model predictions and users' feedback for the same, by consuming central payloads.   + Constraint:     - Data to be read should be available in the Kafka.   + User Inputs:     - How to filter kafka messages? (paylaod type or etc.)     - Required fields in the filtered messages.   + Features:     - Single consumer for all monitoring jobs across multiple projects/features with zero-code requirement in setup.     - Feedback data across projects is available at single DB table, easy and effective for data analysis.     - No downtime in while changing experiments. * Larger objective is to extend this as A/B testing framework for Freddy team. | * Consumer code is completed and tested in docker environment. * It's working appropriately for dedupe and deal-insights (a few changes in payloads are expected). * Waiting for Freddy's AWS accounts to be ready for further deployments.   + Staging deployment is expected by 6th Dec.   + Production deployment is expected by 13th Dec. * Design and roadmap towards A/B testing framework is ready and validated with engineering team. * A/B experiment setup via Lamda and API gateway is in development, to be completed by 6th Dec. * Deployement and integration with engineering team to setup A/B testing is planned after mid-Dec. |
| Deal size estimator | * Estimate size of potential deal at lead stage * Enrich/Evaluate third party tools to enrich lead information | * Evaluating Clearbit for fill rate. |

## **Forecasting results**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| account\_id | product\_id | territory\_id | actual number of deals won | predicted number of deals won | month | year |
| 21 | 00000 | 00000 | 21 | 23.1 | April | 2019 |
| 21 | 00000 | 00000 | 24 | 24.5 | May | 2019 |
| 21 | 00000 | 00000 | 22 | 24.1 | June | 2019 |
| 21 | 00000 | 00000 | 24 | 18.6 | July | 2019 |
| 21 | 6118 | 2098 | 1 | 9.7 | April | 2019 |
| 21 | 6118 | 2098 | 9 | 5.4 | May | 2019 |
| 21 | 6118 | 2098 | 1 | 6.6 | June | 2019 |
| 21 | 6118 | 2098 | 11 | 3.6 | July | 2019 |
| 21 | default | default | 4 | 2.9 | April | 2019 |
| 21 | default | default | 4 | 3.6 | May | 2019 |
| 21 | default | default | 4 | 5.3 | June | 2019 |
| 21 | default | default | 7 | 4.5 | July | 2019 |
| 21 | default | 2097 | 9 | 10 | April | 2019 |
| 21 | default | 2097 | 9 | 6.1 | May | 2019 |
| 21 | default | 2097 | 65 | 12.8 | June | 2019 |
| 21 | default | 2097 | 11 | 15.6 | July | 2019 |

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| --- | --- | --- | --- | --- | --- | --- |
| **account\_id** | **product\_id** | **territory\_id** | **actual number of deals won** | **predicted number of deals won** | **month** | **reference\_year** |
| 48508 | 2000016170 | default | 69 | 51.4 | April | 2019 |
| 48508 | 2000016170 | default | 35 | 42.9 | May | 2019 |
| 48508 | 2000016170 | default | 9 | 17.9 | June | 2019 |
| 48508 | 2000016170 | default | 12 | 19.2 | July | 2019 |
| 48508 | 2000016171 | default | 24 | 33.2 | April | 2019 |
| 48508 | 2000016171 | default | 18 | 28.8 | May | 2019 |
| 48508 | 2000016171 | default | 17 | 33.2 | June | 2019 |
| 48508 | 2000016171 | default | 16 | 19.6 | July | 2019 |
| 48508 | default | default | 4 | 8.5 | April | 2019 |
| 48508 | default | default | 1 | 2.7 | May | 2019 |
| 48508 | default | default | 6 | 9.3 | June | 2019 |
| 48508 | default | default | 0 | 5.6 | July | 2019 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **account\_id** | **product\_id** | **territory\_id** | **actual number of deals won** | **predicted number of deals won** | **month** | **reference\_year** |
| 114112 | default | default | 14 | 16.5 | April | 2019 |
| 114112 | default | default | 13 | 16.4 | May | 2019 |
| 114112 | default | default | 18 | 19.7 | June | 2019 |
| 114112 | default | default | 11 | 12.1 | July | 2019 |