# Title: Freddy FSA CHN - October 2019

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| **Aspirations - Q3 2019 - oct update** Freddy-Freshsales, CHN 11 Oct 2019 |
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| **Squad/Team-name-here** | **Name** | **Git Repo (if applicable)** |
| Freddy | [Jagadeesh Rajarajan](https://confluence.freshworks.com/display/~jagadeesh.rajarajan) | <https://github.com/freshdesk/freddy_deal_insights> |
| [Saicharan Rapolu](https://confluence.freshworks.com/display/~saicharan.rapolu) |
| [Sarthak Dev](https://confluence.freshworks.com/display/~sarthak.dev) |
| [Kadari Abhinav](https://confluence.freshworks.com/display/~kadari.abhinav) |
| [Shreeranjni Ramasubramanian](https://confluence.freshworks.com/display/~shreeranjni.ramasubramanian) |  |
| [Adarsh Dattatri](https://confluence.freshworks.com/display/~adarsh.dattatri) | <https://github.com/freshdesk/freddy_email_analysis> |
| [Rahulkumar Sharma](https://confluence.freshworks.com/display/~rahulkumar.sharma) |
| [Vishal Gupta](https://confluence.freshworks.com/display/~vishal.gupta) |
| Freshsales - QA | [Logesh Srinivasan](https://confluence.freshworks.com/display/~logesh.srinivasan) |  |
| Freshsales | [Sivalingam Selvasekaran](https://confluence.freshworks.com/display/~sivalingam.selvasekaran) |  |
| Freddy | [Swaminathan Padmanabhan](https://confluence.freshworks.com/display/~swaminathan.padmanabhan) |  |
| Freshsales - Product | [Aditi Balaji](https://confluence.freshworks.com/display/~aditi.balaji) |  |
| Freshsales - Product | Srivatsan |  |

# Deal insights

* Provides insights into a deal's likeliness to win based on dynamic features (activities)
* Successfully launched by the Freddy-Freshsales-CHN team in Q3.
* PDS/WINGS launched last year and has been adopted as follows
  + Internally
    - 50+ monthly active users across regions
    - Learnings from this initiative were used to improve deal insights
* Deal insights
  + Launched to 15 external accounts
  + 75% correlation between tags and actual deal outcome
  + 60%-65% agent acceptance for predictions

Features:

* **Deal Tags**: Likely\_to\_win, Trending up, At risk or Gone cold
* **Explanations for predictions**: Why the deal is Likely\_to\_win or At risk?
* Suggesting the **Next Best Action**
* **Deals Matrix**/**Freddy deal view** (Unique and Patentable)
* Detecting additional signals from email text through Machine Learning:
  + Vacation Emails Detection
  + Unsubscribe Detection
  + Meeting event Detection (These e-mail classifiers/models are used to detect the nature of incoming emails and the deal insights predictions are refined further)

## **Success metrics - KPIs (Key Performance Indicators)**

| # | Goal area (direction/theme) | Individual goals (list of features) | Metrics |
| --- | --- | --- | --- |
| 1 | Deal Insights | * Metrics As measured over 15 beta accounts + FW account | * 75% correlation between tags and actual deal outcome * 60%-65% agent acceptance for predictions |

Deal Sentiment Analysis

* Analysing sales emails to predict deal's likeliness to win based on sentiment of customer's mails
* Currently augments tags by deal insights
  + Tagging deals with insufficient activities but positive emails as Trending Up
* Conversation sentiment model
  + Predicts sentiment at a conversation level, based on NextWealth-assigned tags
  + AUC : 0.88
* Deal sentiment model
  + Predicts sentiment at a deal level, based on outcomes of historic deals
  + AUC : 0.7
* Deployed in production for Freshworks (Account ID : 47) this week.

## **Previous Aspirations Link:**

[Freddy-FSA-CHN](https://confluence.freshworks.com/pages/viewpage.action?pageId=223793128) (August 2019)

## **Quarterly Goals:**

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| --- | --- | --- |
| Goals | Status | Comments |
| Deal Insights | Will be available for all eligible FSA customers by next week. |  |
| Deal Sentiment | Deployed in production for Freshworks (Account ID : 47) this week |  |