### **1. Data Analytics – Revenue Extrapolation by Territory**

**Overview:** Proactively managing revenue at the territory level is critical. This project aims to develop a **predictive and prescriptive analytics framework** that identifies territories at risk of underperforming against the defined revenue goals. By leveraging a combination of operational, financial, and behavioral data, the initiative will not only forecast potential revenue shortfalls but also recommend actionable strategies to mitigate risks and drive performance improvements.

**Key Data Components** which can be utilized for this framework:

* **Current Revenue Performance**:
  + Baseline data for the current month to assess progress against targets.
* **List of Write-Off Territories**:
  + Mapping of Territories which get impacted due to Billing
* **Missing or Delayed Time Entries**:
  + Hours which are still pending to be logged by the staff
* **Hourly Rates**:
  + Revenue potential and pricing dynamics. VVN and In-Territory rates/hour
* **Utilization Metrics**:
  + Productivity and resource efficiency within each territory for In-Territory and VVN
* **Billing Details**:
  + Billing details by Territory by date which impacts the revenue for Write off territories.

**Expected Outcomes**

* **Risk Prediction Framework**
  + Early identification of high-risk territories based on historical and real-time indicators.
  + Territory-level risk scoring to prioritize attention and resources.
* **Prescriptive Recommendations**
  + Tailored interventions to address specific risk factors (e.g., low utilization, delayed billing).
  + Actionable insights to support revenue recovery and goal attainment.
* **Strategic Decision Support**
  + Data-driven insights to inform leadership decisions on resource allocation, territory planning, and performance management.
  + Enhanced visibility into the root causes of underperformance.

**Conclusion:** This initiative will empower the organization with a **forward-looking, data-driven approach** to revenue management. By combining predictive insights with prescriptive actions, the model will serve as a strategic tool to **maximize revenue potential**, **minimize risk**, and **drive accountability** across territories. Ultimately, it will enable more agile and informed decision-making, ensuring that every territory is equipped to meet or exceed its financial goals.