

Data Science PROJECT

Client: Sales Effectiveness | Category: Product Sales

Project Ref: PM-PR-0019

Business Case:

FicZon Inc is an IT solution provider with products ranging from on-premises products to SAS based solutions. FicZon major leads generation channel is digital and through their website.

FicZon business is majorly dependent on the sales force effectiveness. As the market is maturing and more new competitors entering the market, FicZon is experiencing the dip in sales.

Effective sales is dependent on lead quality and as of now, this is based on manual categorization and highly depended on sales staff. Though there is a quality process, which continuously updates the lead categorization, it's value is in for post analysis, rather than conversation.

FicZon wants to explore Machine Learning to pre-categorize the lead quality and as result, expecting significant increase in sales effectiveness.

PROJECT GOAL:

1. Data exploration insights – Sales effectiveness.
2. ML model to predict the Lead Category.

Feature Details:

RangeIndex: 7422 entries, 0 to 7421

Data columns (total 9 columns):

| | | | |
|---------------|------|----------|---------|
| Created | 7422 | non-null | object |
| Product_ID | 7364 | non-null | float64 |
| Source | 7405 | non-null | object |
| Mobile | 5612 | non-null | object |
| EMAIL | 7422 | non-null | object |
| Sales_Agent | 7399 | non-null | object |
| Location | 7364 | non-null | object |
| Delivery_Mode | 7422 | non-null | object |
| Status | 7422 | non-null | object |

Database details:

DB Name: project_sales

Table Name: data

Host: http:18.136.56.185

Username: dm_team2

Password: dm_team1118#