**CONCLUSION**

This research served as a first step in the development of a broader initiative for a Fortune 500 paper and packaging company to operationalize predictive modeling on sales success. As such, the challenges with any large company often include requiring the building of deep local knowledge of the data, in addition to corralling a large organization to assist with accurate data collection. Despite initial inconsistencies in the data, overall accuracy appeared promising and indicated further improvements could be made with better data quality and quantity, more featurerelated investigation and tuning, or perhaps different methods such as neural nets. The analysis also uncovered new insights into what is important regarding sales success. But new insights are often accompanied by new questions: For instance, what kinds of data need to be captured to improve the model’s predictive capabilities? How does the culture need to change to improve data capture? This cascade is to be expected, as the broader project lends itself to being a heavily iterative process. There may appear to be a seemingly infinite pool of potential next steps to take in this case. With this in mind, there are a few the team would recommend as the most prudent to consider. Currently, the company could feasibly use the non-meta-variable model to attempt prediction on opportunities in progress for those divisions where accuracy is adequate. To better achieve the objective of predicting open opportunities, it would be prudent to capture and model how opportunity fields change over time, perhaps via periodic snapshots. This way, the company would be able to make predictions at different stages in the opportunity lifecycle. Another important application of these kinds of prediction models is to assist in determining where to invest sales time and resources for business planning optimization. Predictions from accurate models are also worth rolling up into aggregate sales forecasts and adjusting existing “bottom-up” methods. Before these applications would be addressed however, data ops resources would be required to perform a number of critical tasks: continue building and tuning the model for better accuracy, establish a cadence around maintaining the models and incorporating new kinds of information, and connecting with the other business units to understand strategic priorities for operationalization.