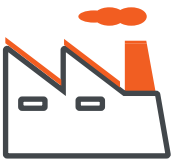


Boosting Sales Targeting Through Predictive Analytics

Case Study



Industry Overview:

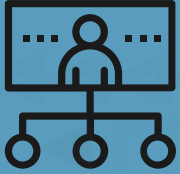


In the dynamic landscape of the technology sector, a leading firm renowned for its comprehensive range of computer hardware, software, and IT services faced a pivotal challenge: refining sales strategies to pinpoint and engage the most promising customers for sales plays. Amidst intense competition and rapid technological evolution, the necessity for a sophisticated approach to customer targeting became paramount.

Strategic Category: Data Analytics and Machine Learning

This initiative was anchored in the cutting-edge realms of data analytics and machine learning. By harnessing these technologies, the goal was to transcend traditional sales methodologies, enabling precision-targeted customer engagements.





Business Challenge:

The firm sought to revolutionize its sales plays by identifying customers with the highest conversion potential, streamlining sales representatives' focus towards those most likely to engage.

Quation's Tailored Approach:

Strategic Analysis:



Leveraging transactional data, firmographics, and past interactions, we crafted a nuanced customer engagement model.

Agile Implementation:



Utilizing XGBOOST and logistic regression, we forecasted revenue and assessed customer responsiveness, distinguishing 'Best' from 'Rest'.

Tailored Insights:



Through strategic segmentation and rules-based exclusion, we ensured sales efforts were optimally directed, enhancing efficiency and impact.

Impact Delivered:

Outcomes Delivered:



Our approach redefined **lead quality**, driving **sales revenue upward** significantly.

Strategic Wins:



Over **80% of revenue** was generated from the top **15%** of customers identified as '**Best**', showcasing the profound **efficiency** and **effectiveness** of our targeted strategy.