

## Improve targeting for sales play for a Top Technology Company

### Background

Our client is a top MNC technology company that designs, develops, sells desktops, mobiles, workstations, servers, etc. and all related products and services. The Sales and Marketing Division wants to leverage AI / Data Analytics to take informed decisions in Marketing Campaigns and Investments.

### Desired State

Our client wants to enable data-driven decisions for effectively targeting leads in marketing campaigns every quarter. Sales and Marketing Teams need to optimally allocate budget and time.

### Challenge

Sales and Marketing teams need data-based inputs for each LOB /product as to who the best potential customers are for the next quarter.

## Solution Framework

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### 01 Analysis

Data was collected, cleaned and prepared. EDA was performed on the historical purchase transactions data. Plots were made to show relationships of variables with sales and trends, and patterns in customer purchasing behavior. Visualized purchase frequency of customer segments.

### 03 Benefits

The outcome highlights the model's effectiveness in elevating the quality of leads for the marketing campaigns being run by Sales and Marketing.

### 02 Methodology

Feature Engineered new variables like seasonality, count of purchases, AVE Spend to make model ready data which was split for model training and testing.

Used XGBoost to forecast Revenue for each LOB and Logistic Regression to predict probability to purchase LOB.

Calibrated metrics like Accuracy, Precision, AUC, RMSE.

Priority list of customers made from Top 2-3 deciles of models and excluded customers from opportunity data.



## Impact

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### Outcome

For the Lines of Business, purchase propensity and forecasted revenue model accurately predicted that more than **80%** of the overall revenue would be generated by the top **10%** i.e. “Best” category of customers. The model facilitated a **15%** increase in buyer penetration, translating to an incremental revenue of **USD 50** million.

### Long Term Benefit

Sales and Marketing Teams can make data-driven decisions in identifying the best leads for marketing campaigns every quarter. A gradual increase in market share across multiple Lines of Business (LOBs) has been observed.

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