Predict Wastage and Improve the Performance of Sales and Distribution Network

Problem

One of the top 5 investment banks wants to improve its sales force performance, productivity and profitability.

Solution

We accumulated sales data (with extensive details about the transactions) over a period of 6 to 8 quarters and performed a rigorous analysis to develop stable models that identify and isolate 'key factors' for improved sales force performance. The client also used our analytics to prioritize sales leads on an ongoing basis.

Impact

The executive team used our recommendations on resource planning and allocation which resulted in improved sales operations. The management team also used our recommendations to provide adequate training and tools which would enable underperformers to generate maximum possible sales revenues.

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