

# Predictive Analytics for a Marketing Automation Software Developer

## HIGHLIGHTS



Built a Predictive Model  
with 94% Accuracy



Maximized Retention  
of Renewal Deals



Optimized  
Sales Processes

## THE CUSTOMER

The customer is a marketing automation software developer. Headquartered in San Mateo, CA, with offices around the globe, they serve as a strategic partner to large enterprises and rapidly-growing organizations across verticals.

## THE CONTEXT

The customer's sales team, flooded with data, had little idea on how to leverage it. With sales processes not being data-driven, the sales team was also finding it challenging to improve renewal retention rates. The customer wanted to have a better forecast of their revenue to optimize business strategies.

## THE OBJECTIVE

The customer wanted to analyze historical sales data and set up a model to predict the retention probability of renewal deals, and classify them on the basis of deal-close probability. They wanted to plan strategies in accordance with the same and have a clear view of future revenue inflow.

# THE SOLUTION

## Data Enrichment

- Collected data from the customer's CRM
- Cleansed the data to detect and correct inaccurate records with the aim of removing all outliers
- Structured the data in a specific format

## Predictive Modelling

- Carried out thorough feature engineering to better represent the underlying problem to the predictive models
- Applied statistical and machine learning predictive models after data analysis
- Models used were as follows:

### Statistical Techniques

1. Association Analysis (Pearson Correlation)
2. Logistic Regression

### Machine Learning

1. Decision Tree
2. Boosted Model
3. Forest Model

## Findings and Feedback

- The findings from our predictive models helped the customer's sales team prioritize initiatives and close more deals to help achieve company targets faster.
- We also measured the difference between forecasts and targets accurately, enabling sales leaders and business owners in making timely adjustments to sales efforts and strategizing business response more effectively



# THE OUTCOME

The predictive model was built with 94% accuracy. It has helped the customer identify, prioritize and target gaps for renewal deals. The model has also helped them prescribe the future course of action for pipeline renewal deals by empowering the customer success team for enhanced customer lifetime value.

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