

## Case Study: Is sales forecasting machine learning-ready...or not?

### Client:

Our client revolutionizes the B2B sales landscape by empowering sales teams with a cutting-edge sales CRM platform, enabling them to secure greater business deals and make highly accurate forecasts.

### Problem:

Machine learning sounds pretty sexy, but its efficacy depends on how much historical data is available.

### Background:

From emerging startups to renowned Fortune 100 enterprises, our client has become the trusted ally for companies of all sizes, providing unparalleled visibility and insightful analytics to manage their sales pipelines effectively. However, when our client needed a sales forcing model that was more accurate and reliable than they had been using, they reached out to the experts at Acorn Analytics to help solve this problem.

### Summary:

- Our client expressed their need for a sales forecasting model that is more accurate and reliable, and they believed that Artificial Intelligence could help achieve this goal.
- The Sales team provided us with a detailed breakdown of the key processes and metrics that they wanted to automate through machine learning.
- After analyzing the client's historical sales data, we proposed a predictive model that could help forecast future sales closure rates with greater accuracy.
- Our approach aimed to address the shortcomings of the client's current system and create a more reliable solution.

### About Acorn Analytics, Inc.

#### Overview:

The Acorn team has had the honor of working with organizations ranging from 1 employee to 100,000 on our quest to help the world better leverage technology and be more data driven in how it operates. We have converted petabytes of raw data into billions of dollars of value, impacting over a hundred million lives across the globe.

Founded: 2016

Offices: Boulder, CO & Sacramento, CA

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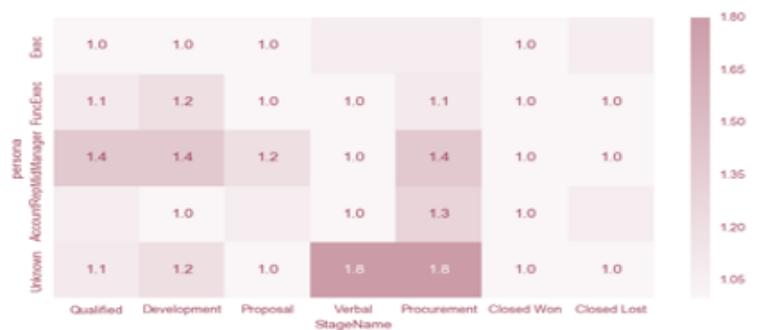
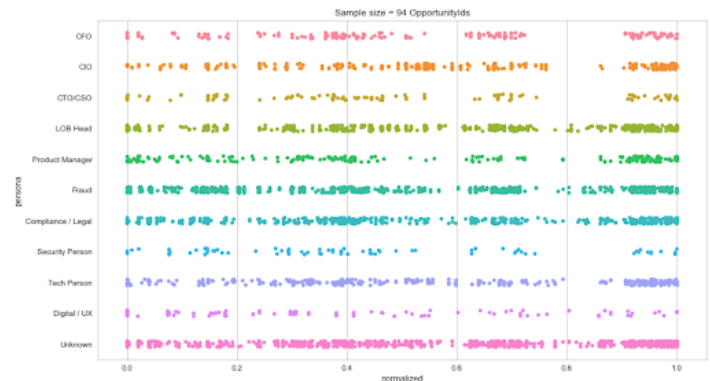
## Our Solutions:

Our analytics gurus used a probability statistics model to aggregate the historical sales data and create a roadmap for a predictive model with machine learning.

Using a statistical probability model known as Bayesian inference (similar to what's used to program autonomous cars!), our data scientists aggregated the historical data to create a roadmap for a predictive model using machine learning.

This included an analysis of critical factors throughout the sales process and how to implement the model in the client's proprietary CRM (Customer Relationship Management) tool.

Our data scientists stepped in to do what they do best: clean up the data until it sparkles.



## Outcome/Client Impact:

- We ultimately recommended waiting to deploy a predictive model since there wasn't enough historical data to inform a reliable tool. Our experts ultimately recommended that the client delay deploying a predictive model because the Sales team did not have enough historical data to inform a reliable tool.
- We helped the team recognize the value in waiting while ensuring the model they funded was flexible enough to accommodate future customers.
- In the meantime, the client could focus on other parts of the business to grow its customer base and reach out to us in the future to move forward.

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