



SalesBrio

DATA-DRIVEN SALES GROWTH : THE KEY TO
SUCCESS FOR BUSINESSES

Soar your sales and boost your top line with SalesBrio, the data-driven decision-making framework using data science and ML, that is meticulously designed to be the growth engine in your B2C business.

YOUR GROWTH ENGINE

SALE PREDICTION

Predict sales and dynamically adjust the lead volume at a given point in time from your sales channel.

SLA DETERMINATION

Ascertain optimal SLAs (target) for speed to lead, interactions, lead to sale time and deprioritize low-quality leads.

SALESMAN COMPARISON

Identify the top and bottom performers scientifically.

SALES TREND

Identify trend on sales and key performance metrics.

S2L ANALYSIS

Understand and analyze the leading indicators to act early.

Sale Prediction – Our Sales Prediction feature uses historical data and multiple machine learning algorithms to predict sales from leads and forecast your monthly sales with high accuracy. This allows you to dynamically adjust your lead volume from partners and channels at a given point in time ensuring that you always have the right amount of leads in the pipeline.

Sales Trend – Identify growth opportunities and potential problems by tracking sales trend over months and quarters including revenue trend, lead to sale conversion, average deal size etc. The key sales metrics are analyzed in different slices and filtered by channels, territories and products.

SLA Determination – Determine the SLA for speed to lead for your sales operation team to drive sales conversion and monitor progress. Ascertain the optimum number of interactions and lead to sale time for conversion. This allows you to prioritize your follow-ups and focus on the leads

that are most likely to convert, resulting in higher sales conversion and revenue.

Salesman Comparison - Identify your top and bottom sales performers using chi-squared statistics scientifically across different sales channels. The dashboard takes into account both absolute sales and conversion percentage, giving you a more accurate picture of which salespeople are driving the most revenue for your business and their efficiency. With this insight, you can develop targeted training and incentive programs to improve the sales performance and top line of your business.

S2L Analysis – In-depth statistical analysis on leading indicators like Speed to Lead at different percentiles, for channels, partners and salespersons. This analysis gives you insights into the behavior of your leads as well as the sales team, so you can identify areas for improvement early on instead of reacting to lagging indicators.



SalesBrio

A DECISION INTELLIGENCE SOLUTION FROM BUSINESS BRIO™ FOR B2C BUSINESSES

The SalesBrio solution uses sales and marketing data, and advanced analytics and ML techniques to help you efficiently drive your sales operations in order to boost sales and top line.

SalesBrio is brought to you by Business Brio™, a leading data science and data engineering service provider.

We are ISO 27001 certified for Information security and ISO 56000 certified for innovation management. Business Brio won the 'Excellence in Analytics' award from NASSCOM, Finalist at Red Herring Top 100 Asia Companies, selected in CIO Insider's Top 10 Analytics Solution Providers list, Times Brand Icon awardee and featured in Forbes India Marquee companies.

Business Brio holds multiple IPs including ISO/IEC Standards, publications, MIT open licenses and patents in analytics/AI domain. We serve a myriad of global clients across many industrial domains and are excited to have you on board.

Key Features :

- **Modular & API-Ready:** Seamlessly integrate SalesBrio into your existing systems using its modular design and robust API.
- **Easy Setup:** Get started quickly by integrating with your CRM and order data on-prem or on cloud.
- **Data Security:** Your data is safe with us. SalesBrio ensures robust data security and compliance.
- **Customizable Dashboards:** The analytics engine in each module provides standard outputs in dashboards. These can also be tailored to match your company's specific needs.
- **Real-Time Insights:** Understand your sales process and sales team better with real-time data analytics to power your revenue growth.

Why Choose SalesBrio ?

- **Advanced analytics & AI engine :** Leverage SalesBrio's statistical and ML algorithms to gain insights and drive your sales operation process at scale.
- **Explainable AI :** Harness the power of explainable AI with our feature of explainable models.
- **Backed by research and IP:** Our sales improvement framework won award in international analytics conference and backed by research paper published in Springer
- **Data Integration:** Seamlessly ingest data from CRM, order management system, affiliate management system, and advertising data – third-party or home-grown - for comprehensive and actionable insights. The API enabled architecture enables quick deployment and integration with your

Contact us today to learn more about how SalesBrio can boost your topline growth.

