

Briefing SNE

SNE: Sales Neuronal Engine

Sales Neuronal Engine (SNE) is a sales results prediction system based on artificial intelligence. Powered by data from CSV files, SNE analyzes patterns and trends to accurately predict whether or not a sale will be successful. It offers companies a reliable tool to make informed and strategic decisions in their sales operations.



Funcional

The companies that are dedicated to providing services (i.e. Wembley Studios that provides Digital User Experience Consulting and Software Development services) find themselves with the daily need to sell to maintain a high occupancy rate that allows achieving sustainability and growth of the business.

A simple classification of the sales process would be the following:

- Sale on an established basis (regular customers)
- Business opening (Cold door)
- Business development
- Need detection

The framework of the project will be to improve the success in the sales process of "Business opening - Need detection" with the help of technology.



Funcional

Therefore, the objective of the project is to automate part of this sales process with the following sub-objectives:

- Offload the sales team from mechanical and lower value tasks
- Improve effectiveness in sales processes
- Continuous improvement (as the tool is used) in the accuracy of the results
- Allow the sales team to focus on opportunities that have passed a filter and in order of expected successX based on previous experience.



Funcional

The project will consist of the creation of an intelligent tool that fulfills the following functionalities:

- Extraction of business opportunities from the Internet from sources such as LinkedIn
- Filtering of these opportunities according to the sales services offered by each company.
- Continuous learning of what opportunities with two main entry points:
 - I. Validation of the sales team
 - II. Probability of success of an opportunity vs Ultimate success of an opportunity
- In this way, we would ideally obtain a product that meets the following: "Daily organization of recent business opportunities, filtered for the company and which in turn will serve as learning to provide the software solution with more and more intelligence"



How works

The core of the solution will be the development of the Artificial Intelligence necessary for the solution to be capable of:

- Learn which business opportunities are most successful for each particular company based on their historical data
- Ability to predict the percentage of success that will be achieved with each new business opportunity analyzed, obtained from some internet sources.
- Learning from the success obtained in each of the opportunities in the previous point



How works

```
POST ProdEvaluateFunction
https://snebd-evaluatemodel.azurewebsites.net/api/EvaluateModel/f8ac711...
Send

POST
https://snebd-evaluatemodel.azurewebsites.net/api/EvaluateModel/f8ac711...

Params Auth Headers (9) Body Pre-req. Tests Settings Cookies
raw JSON Beautify

1
2 "organizationName": "LDAA",
3 "stage": "Negociacion sobre propuesta",
4 "creator": "pmb",
5 "contactPartner": "Luis",
6 "personDealsWon15": 10,
7 "personDealsWon05": 0,
8 "orgDealsWon15": 10,
9 "orgDealsWon05": 0,
10 "price": 29000,
11 "weightedPrice": 29000
12

Body 200 OK 148 ms 343 B Save as Example

Pretty Raw Preview Visualize JSON

1
2 "State": true,
3 "Score": [
4   0.2830101,
5   0.7169899
6 ],
7 "Confidence": "71.69%",
8 "Fail": "28.301%",
9 "Success": "71.699%"
10
```

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9 "orgDealsWon05": 10,
10 "price": 29000,
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12

Body 200 OK 203 ms 345 B Save as Example

Pretty Raw Preview Visualize JSON

1
2 "State": false,
3 "Score": [
4   0.96574587,
5   0.03425413
6 ],
7 "Confidence": "96.575%",
8 "Fail": "96.575%",
9 "Success": "3.425%"
10
```

