B2B opportunity prediction - A Big Data and Advanced Analytics Approach

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Agenda

Why B2B opportunities are hard to spot
And traditional approaches don’t work..
Taking a big data view of the opportunity space
Hypothesis vs. Discovery
Insights & actions
Challenges
What's next.
Why B2B opportunities are hard to spot….

- Traditional approaches to B2B opportunity identification can miss the big picture
  - Data systems are limited
  - CRM & Marketing automation systems focus on potential future events
  - ERP systems focus on past events
  - Marketing and sales operations teams face pressures
  - Analyst reports can be non specific
  - Experts are hard to come by….
VGE (& B2B) selling can be complex

100+ products to sell across 70 countries to 1800 of the world's biggest companies

- Local, Regional, Global buying centres
- Multiple stakeholders & influencers
- Lengthy sales cycles
- Perfect data does not exist….

Current VGE datasets

- **Revenue Contribution**
  - Granular: 9%
  - Non Granular: 91%

- **Buying Centers**
  - Granular: 12%
  - Non Granular: 88%

- **Purchase history**
- **Pipeline**
- **Capability**
- **‘Field’ Intelligence**
- **Market intelligence**

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Sales Opportunity Prediction Engine

Leverage data sources to uncover universe of unexplored opportunities

- Adapt sophisticated algorithms
- Machine learning
- Mobile, Social, Secure

Step 1: Answer 4 questions
For every customer, for every product and every geography

- Selling?
- Interested?
- Cant sell?
- Opportunity?

Step 2: Create an Opportunity Universe

- High penetration: upsell
- High potential: invest
- Under-penetration: deep sell
- High propensity whitespace: primary sell
Data Security & Encryption

VGE is committed to keeping all of its data secure
Subscriber details are anonymized
All granular data is encrypted
Applications use state of the art credentials & encryption systems
None of the data ever leaves the organization

In fact, good data driven insights are a competitive advantage…
Demo- TARGET (PC)
Focus areas for sales & marketing aligned to business priorities

- Delivered securely on host of platforms
- Metrics & KPI’s monitored real time
- Local intelligence crowd-sourced
- Prediction accuracy up to 78%

Pipeline built in first 2 quarters of implementation $34Mn & wins total over $9Mn
(Big) Data Science…

- Volume, Variety and Velocity
- \( N = \text{All} \)
- Hypothesis vs Discovery
- Use cases for marketing & sales
  - Comprehensive profiling
  - Buying journey maps
  - Complex event processing
  - Algorithmic selling
  - Constant learning
  - Optimal resource allocation
  - Targeted investment strategy

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• Investments & focus areas
• Churn, Propensity, Indicators, Patterns etc.
• Performance management: Dashboards, scorecards, reports
• Data integration into marts, warehouses or lakes
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Our secret sauce: Algorithms

Algorithms unlock value in datasets
- Leverage the affinity between Beer and diapers
- Learning from Retail & Gaming industry
- Decision trees
- Collaborative Filtering applied to B2B
  - Same model as Amazon's recommendation engine
- Propensity to buy
- Variants of plane balancing problem
Demo 2: TARGET with recommendation engine
Demo- New Tool (Poptimizer)
Learning

- You will fail more often than you succeed
- Going in with a hypothesis can sometimes be counterproductive
- Avoid over-fitting your model
  - Let the data drive you
- Get a sponsor
  - Complex models and great insights are pointless unless people use it