Salesforce integration and NextGen Forecasting tool created new revenue opportunities for the client

About the Client

A provider of a business intelligence professional for small and mid-size companies based in San Jose.

Business Needs

To build an application for their staff to do the predictive analysis for their clients. Application to forecast with high accuracy, the consolidated status of business leads and opportunities based on 25 parameters that can be tweaked to alter the forecasting model.

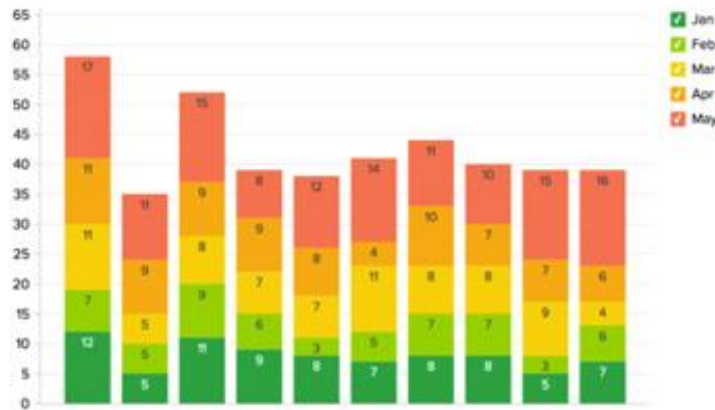| This Month - Sales	Orders	Avg Sales Value	Expected	Expected Orders
$647.00K ▲	45 ▲	$1.76K ▲	$1,095.83K	65
Difference: 27.09%	Difference: 32.35%			

Leads Created by Source this year

Solution

- Employed a combination of Histogram generation and Model/Slack tuning algorithms.
- Built interactive dashboards using latest tools and intuitive user navigation.
- Researched extensively on UX and probable data views/filters to design screens with optimum content with minimal user interventions.
- Implemented schemes to distinguish the direction of forecasting based on user roles.
- Forecasting solution is integrated with a page-less interface for maximum impact & usability
- Technologies – Machine Learning, Google predictive analysis and Salesforce web services

Existing customers can directly integrate their role hierarchy with the application enabling ventures to have zero intervention

V2Force