

# Prospects evaluation state of art

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## Abstract

In the business-to-business (B2B) domain, the diverse sales behaviors of customers causes significant challenges in effectively categorizing them for customer relationship and acquisition management (CRM and CAM). Our B2B industrial project aims to identify high-value potential customers using a lookalike model, employing a novel approach consisting of three main steps:

(i) clustering current customers through sales analysis, using a combination of RFM-based (Recency, Frequency, Monetary) and Facebook-Prophet methodologies; (ii) classifying existing customers based on the labels obtained in step (i), and training potential correlation factors (e.g., geographical location) believed to influence their business success; (iii) assigning scores to prospective customers according to the correlation factors identified in step (ii).

## Results:

- 1) Facebook prophet, and RFM analysis of all customers
- 2) Running an algorithm for clustering based on K-Means using sales history and forecast
- 3) Defining the optimal number of clusters using Silhouette score
- 4) Showing an analogy to weight the importance of geographical location as an external marketing factor

## Outlook:

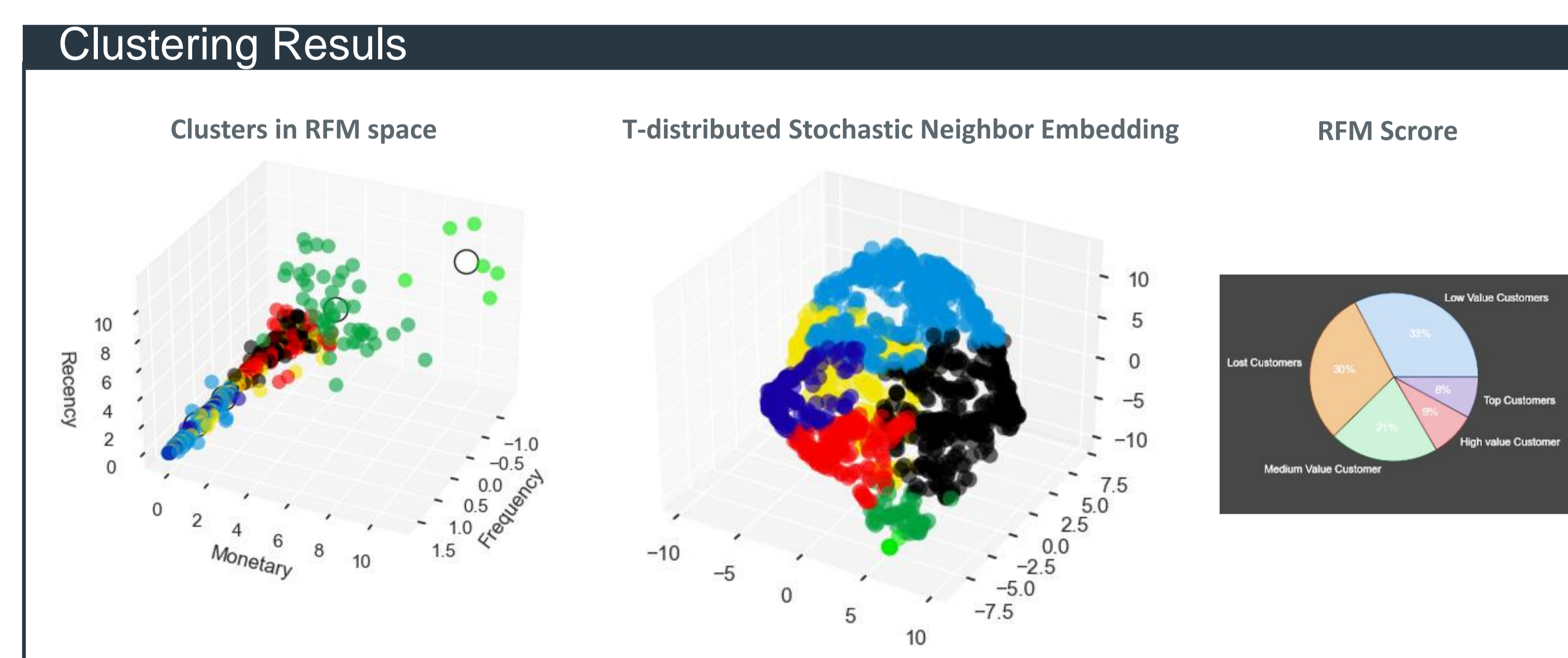
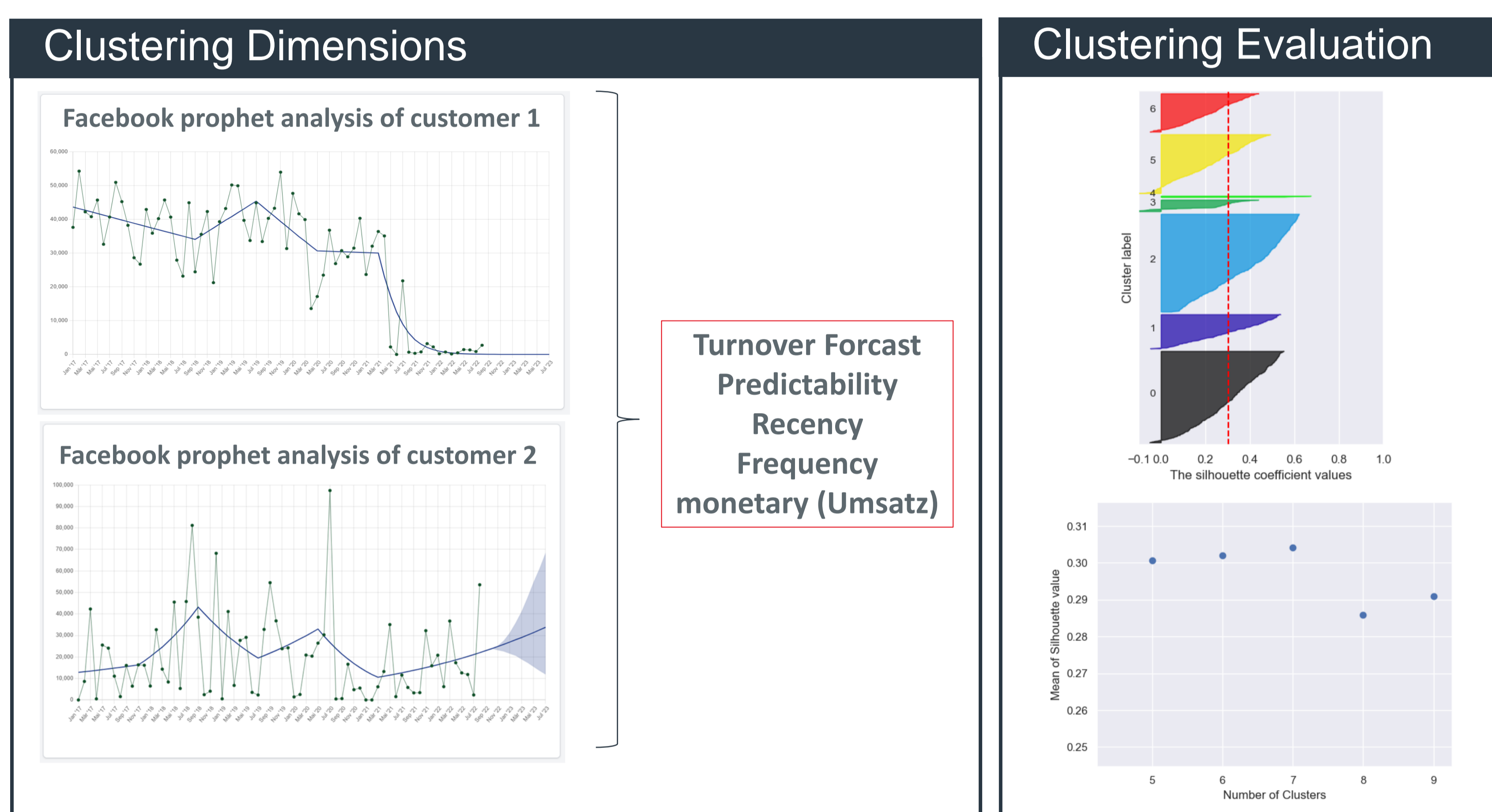
The outlook concerns both scientific and technical aspects:

- Finding the business meaning of the clusters
- Evaluating further known correlation factors
- Training AI algorithms to find unknown success factors of our customers
- Prediction of the value of prospects
- Managing Data-centric knowledge graphs
- ML Powered Applications as a service
- Data-Science citizen aspects e.g., ChatBot and ChatGPT implementations

## Quellen

- » [1] E. Ernawati et al 2021 J. Phys.: Conf. Ser. 1869 012085
- » [2] S. J. Taylor & B. Letham 2018 The

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