

SAP LIQUID STUDIO FOR LEONARDO APPLICATION: SALES RECOMMENDATION TOOL

Recommending ways to raise sales

Function: Opportunity Identification | Process: Sales and Customer Service | Industry: Cross-Industry

Application Overview

Sales team members like to be able to compare how their customers' purchases compare to other, similar customers.

Using SAP Cloud Platform and predictive analytics, the Sales Recommendation Tool provides recommendations on how to bring customer sales up to the level of their best-performing peers and provides these detailed recommendations to the individual sales representatives.

Solution

This SAP Cloud Platform-based application that compares customers to their peers, identifies gaps between a customer and their highest-performing peers and provides targeted recommendations on to a sales representative on sales opportunities to propose.



Business Value

- Geographic representation of all distributor locations by state and the potential revenue uplift in that region.
- Drill-down and scoring with rationale behind recommendations.
- Multiple splits and visualizations representing performance against peers.
- Provides scores and recommendations of additional products to propose to customers.
- Uses data science and analytics to create predictions on customer willingness to pay.

Features

- Identifies and quantifies areas for uplift through predictive analytics.
- Provides score-based ranking of recommendations.
- Provides multiple analytics views to do cross-group comparisons.
- Breaks recommendations down by multiple criteria to provide itemized and ranked list for sales representatives.

Technologies in Use

- SAP Cloud Platform
- SAP Leonardo Predictive Analytics
- Python

