



# CASE STUDY



## Company Info

**Name:** Funnel Metrics

**Location:** Illinois, United States

**Industry:** Software

**Funnel Metrics has been using artificial intelligence to identify the most important metrics and skills that have the most potential to impact revenue since 2017.**

## How Funnel Metrics Revolutionizes Sales Success

Sales is an art, but also a science. As such, all aspects of the Sales function can be measured against specific targets. In today's world, sales data is being captured in applications like Salesforce, PipeDrive, and Hubspot leading to vast amounts of data. Machine learning technologies allow companies to use these data stores to predict a sales rep's performance.

Understanding a rep's future performance can help a company find areas of improvement, learn from the best representatives, and improve a sales team's total performance. Funnel Metrics is a company that understands the difficulties behind measuring human beings' actions and has developed a unique methodology to assess sales professionals. Funnel Metrics takes this to the next level for organizations by predicting a sales rep's performance by utilizing historical sales data from all representatives.

*“We need tailored AI models to meet our needs.”*

*-- Michael Mooradian,  
Founder & CEO*



## The Promise of LogicPlum

LogicPlum understands that while it is becoming easier to collect all kinds of data, there are relatively few professionals with the knowledge in AI, statistics, and machine learning methods required to test hypotheses, create models and interpret results at scale. LogicPlum responded to this market need by creating an end-to-end platform based on AI, which automatically explores millions of algorithmic combinations to discover an accurate predictive model for companies. Once it makes a superior model, it evaluates against an appropriate business metric, and then, based on these evaluations, produces a ranked list of all the model results.

The platform is complemented by several related modules. For example, DEFINE allows organizations to quickly see the relationship between the model inputs and the model target, creating invaluable business insights. Additionally, R.E.A.S.O.N. is an AI project and methodology report written business terms by both humans and machines. Lastly, MLOps provides users with a way to automatically scale, deploy, and manage applications built with machine learning. The single API endpoints that LogicPlum offers make it simple for Software Engineers and individuals working in IT to embed AI in their application without being experts in AI.

## The Challenge: Explain Well

Funnel Metrics contacted LogicPlum because they wanted to explore new and scalable ways that

artificial intelligence could predict future sales performance, identify critical activities for improvement, and gain insights into why team members may perform differently. Furthermore, they wanted the impact of each data feature to be explainable. After some brainstorming, both parties agreed on a prediction for revenue over the next 12 months, using data features unique to Funnel Metrics and how they interpret a salesperson's performance attributes from earlier periods.

## The Solution: Collaboration

In collaboration with Funnel Metrics, LogicPlum began using its platform to understand the historical sales performance data. The platform began by analyzing the data available and making some transformations. It corrected missing data and outliers, transformed categorical features and dates into numerical values, and performed many data combinations. These steps are how LogicPlum creates an improved dataset making it ready for model development. The platform began to test hundreds of different algorithms and their combinations

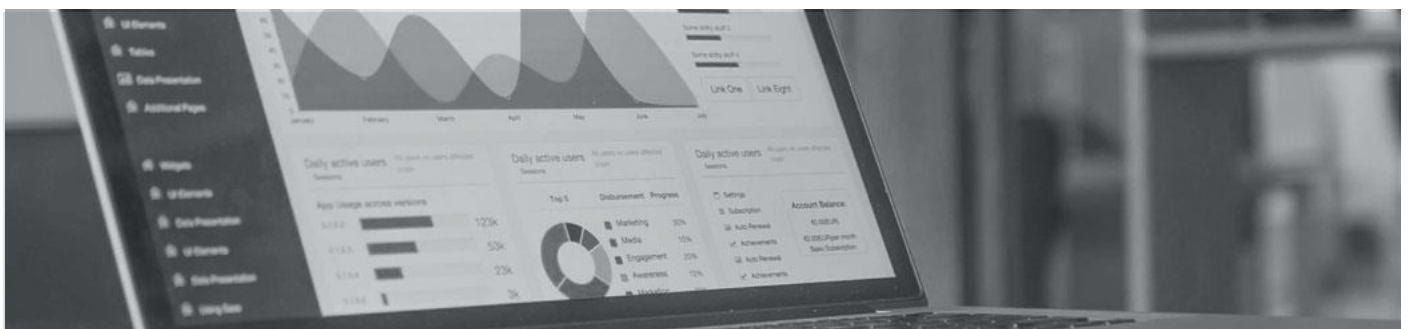




Following this, it ranked them and created a list showing the results. Funnel Metrics and LogicPlum's teams analyzed the results. There were various performing solutions, with the top-ranking ones being able to predict with high accuracy the revenue of a sales rep. However, they saw that not all the models used the same feature set. As Funnel Metrics wanted to use only explainable features, they analyzed the problem and chose a Funnel Metric approved model.

## ★ The Results: A Real-World AI Application

Funnel Metrics wanted to have a final product, and they were happy with the initial results, but they wanted something that a VP of Sales could use without needing to be an expert in artificial intelligence, machine learning, and statistics. "Funnel Metrics customizes reporting and performance scoring to meet the specific sales goals and objectives of our customer. As such, we need tailored AI models to meet our needs," said Founder and CEO Michael Mooradian. LogicPlum's team was able to work hand-and-hand with Funnel Metrics to integrate their single point API into Funnelcity™ Funnel Metrics' sales performance management application. Funnelcity™ allows users of Funnel Metrics to give managers the right information to quickly and easily make performance improvement decisions that can help team members complement their efforts to do opportunity management and revenue forecasts. As new data becomes available, the AI models are automatically updated without any human intervention. This allows Funnel Metrics to stay in lock-step with the real-world of its customers.



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