

## **ARTIFICIAL INTELLIGENCE**

## SALES PERFORMANCE OPTIMIZATION

In managing the sales team, intuition and experience are extremely important. However, to improve the efficiency of sales people, you can also involve the data that you have on board. Dealer's experience, region, number of activities performed, historical sales data and many other factors make up a model that helps to understand how much every of these parameters affects the sales value of a given dealer. By creating relevant reports, analyzes and models, we have helped the Internet company increase sales at a rate of 30-60% per annum for several years.

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