

# Predicting the Sales Pipeline

## ➤ Problem setting

The central motivation behind this research is the necessity to anticipate the Sales Pipeline to facilitate appropriate forecasting of New Orders, Conversion Rate, and Velocity. The aim is to provide a comprehensive and detailed business outlook for a timeframe ranging from 1 to 5 years. Therefore, the identification of suitable internal (Siemens Energy) and external data sources and features is open issue. Using Alteryx/Intelligence Suite, the prepared data will be analyzed to uncover patterns, trends, and relationships. This stage will involve testing various statistical methods and machine learning techniques to create predictive models.

## ➤ Task description

- Literature research on sales forecasting
- Data gathering and preparation
- Development and evaluation of a forecasting model

## ➤ Supervision

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