



Sales Predict

*Dr. Kira Radinsky,
Co-founder, CTO*

A photograph showing the silhouettes of a man and a woman shaking hands in a modern office building with large glass windows. The scene is backlit by natural light, creating a blue-tinted atmosphere. The man is on the right, wearing a suit, and the woman is on the left, wearing a business suit. They are standing on a dark floor that reflects their silhouettes. In the background, through the glass, several flags are visible on poles. The overall mood is professional and celebratory.

\$150 billion per Year



123

Contact Form

Name:

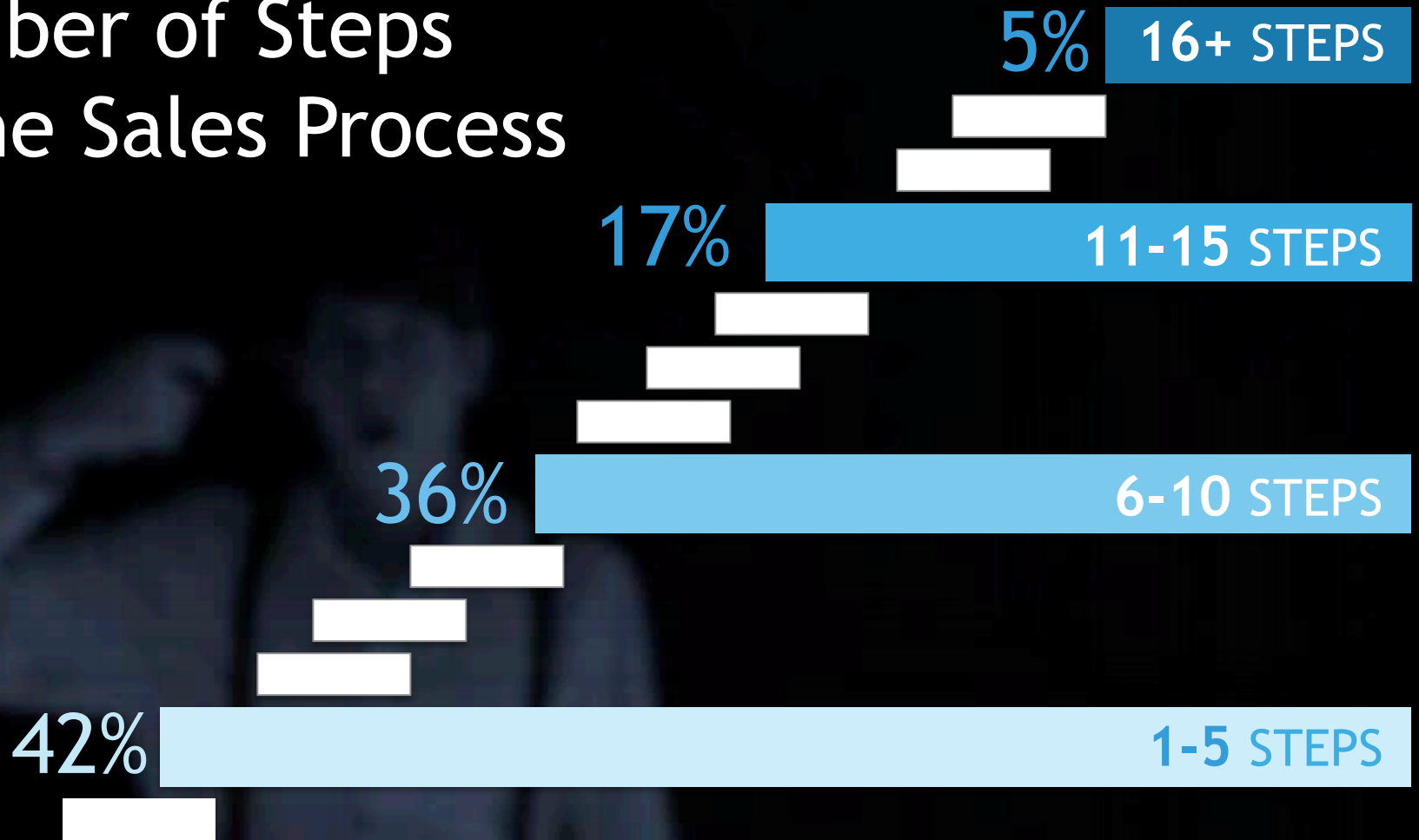
Email:

Department: Sales
 Marketing
 Customer Support
 Other

Message:



Number of Steps in the Sales Process



Avg. Sales Cycle Length

1
Month

1-3
Month

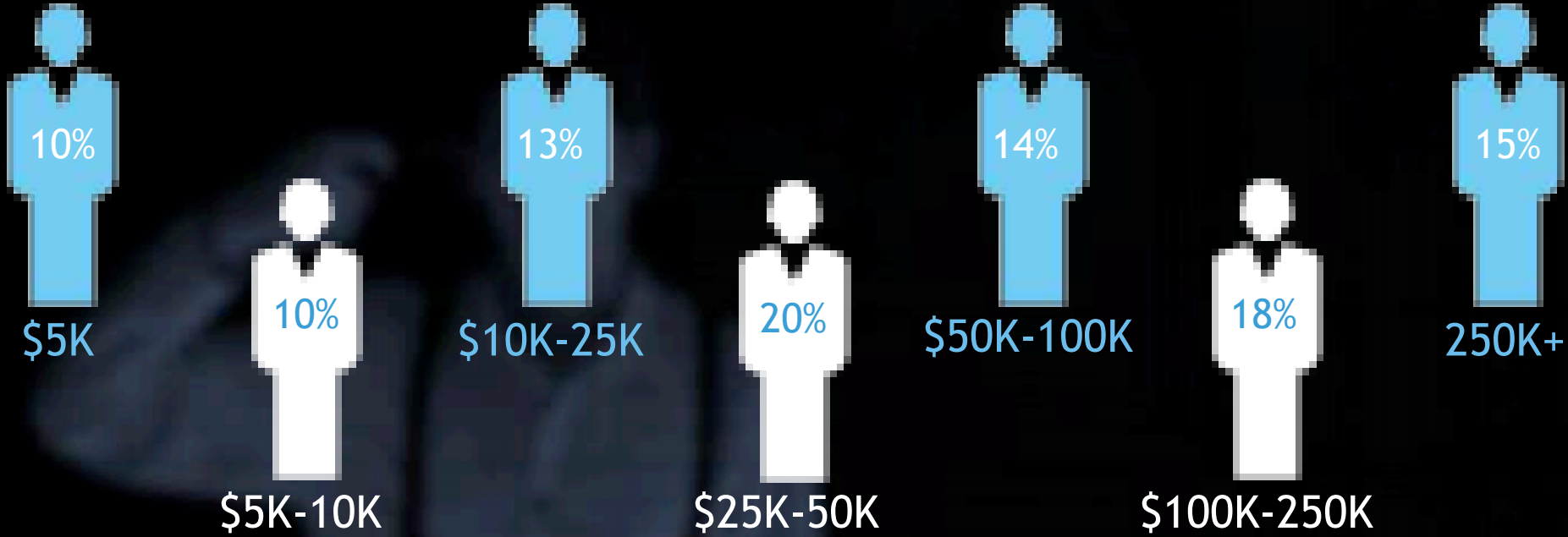
3-6
Month

6-12
Month

1+
Year

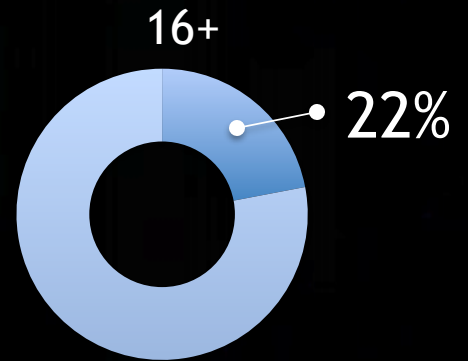
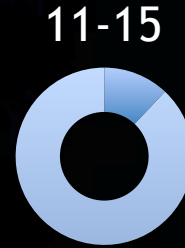
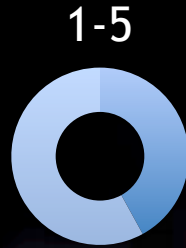


Avg. Sales Price

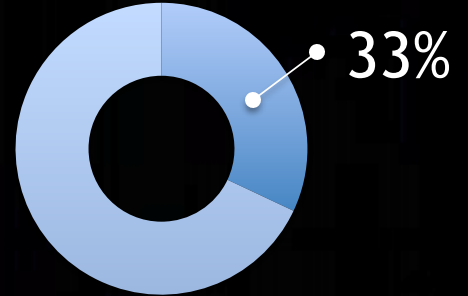
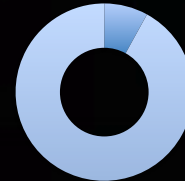


Number of Employees

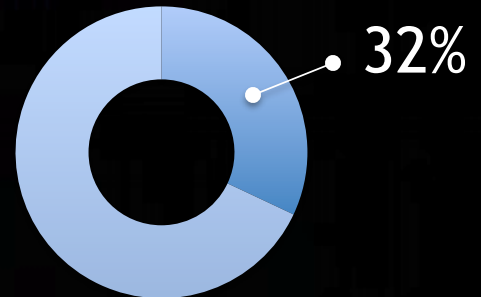
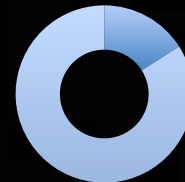
Marketing



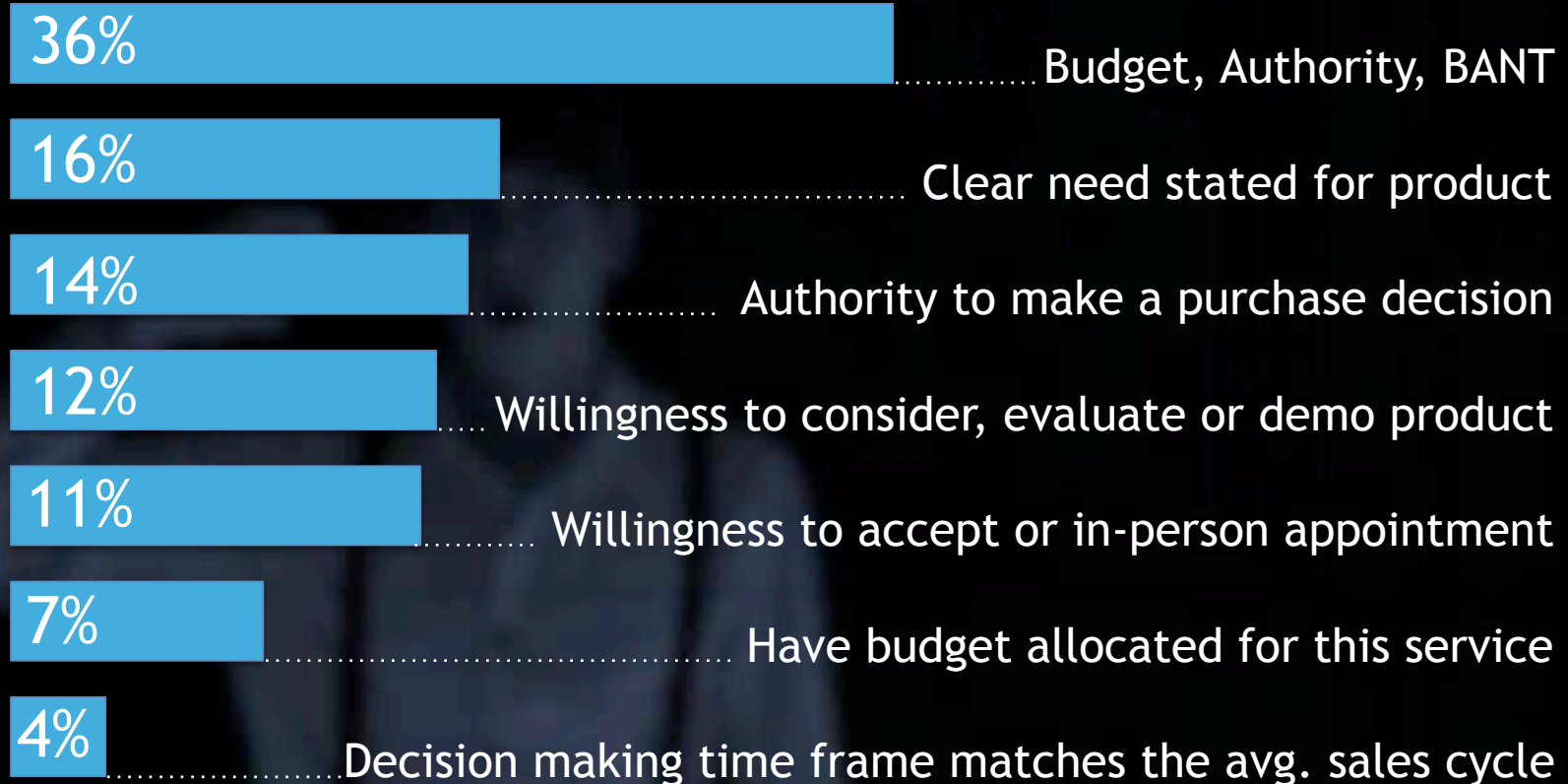
Direct Sales



Inside Sales



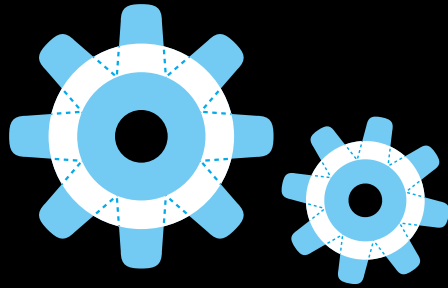
Criteria for Marketing Qualified Lead



Avg. Conversion



Can we change the way
companies do *business*?





We Double Conversions

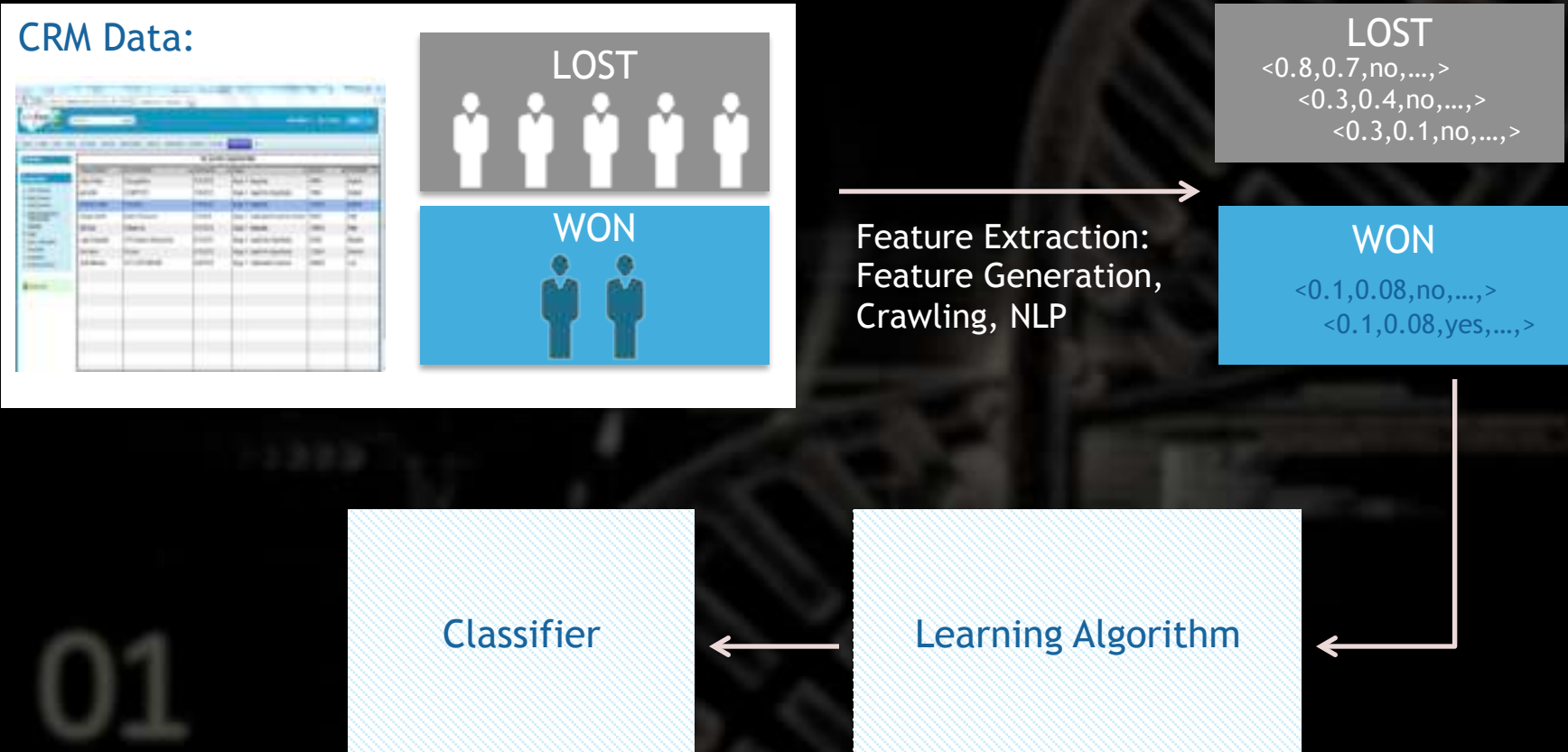


Automatically Building a Model

01

01

Learning Phase



Prediction Phase

CRM Data:



A screenshot of a CRM data table with multiple columns and rows, representing customer information.

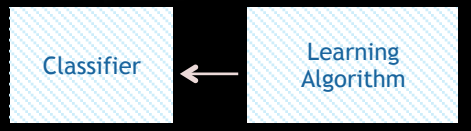
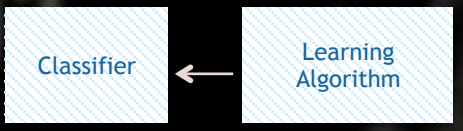
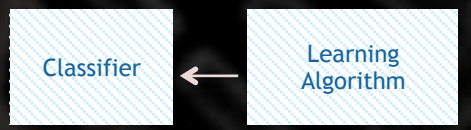
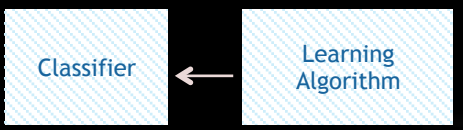
ID	Name	Age	Gender	Address	Phone	Email	Occupation	Income	Education	Marital Status	Religion	Political Party	Membership	Subscription	Rating
1001	John Doe	35	Male	123 Main St	555-1234	john.doe@email.com	Software Engineer	\$75,000	BS	Married	Catholic	Democrat	Member	Subscriber	4.5
1002	Jane Smith	28	Female	456 Oak St	555-5678	jane.smith@email.com	Marketing Manager	\$60,000	MS	Single	Protestant	Republican	Member	Subscriber	3.8
1003	Mike Johnson	42	Male	789 Pine St	555-9012	mike.johnson@email.com	Sales Representative	\$50,000	HS	Married	Buddhist	Democrat	Member	Subscriber	3.2
1004	Sarah Lee	31	Female	101 Elm St	555-3456	sarah.lee@email.com	Product Designer	\$80,000	PhD	Single	Jewish	Democrat	Member	Subscriber	4.8
1005	David Kim	38	Male	202 Maple St	555-7890	david.kim@email.com	Business Analyst	\$65,000	BA	Married	Muslim	Democrat	Member	Subscriber	4.1

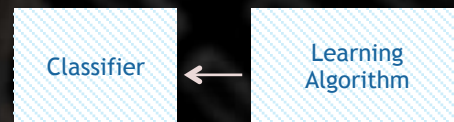
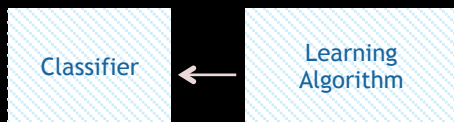
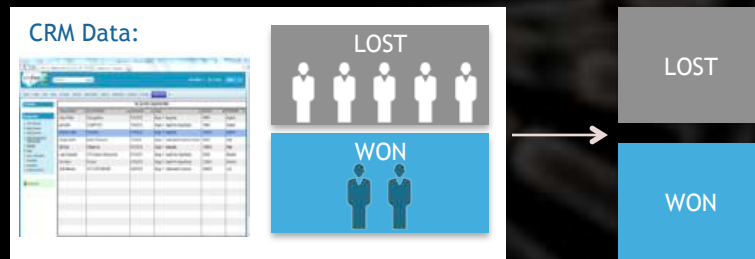


Feature Extraction:
Feature Generation,
Crawling, NLP

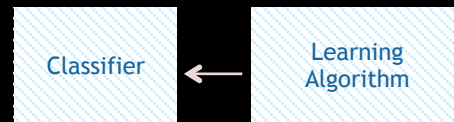
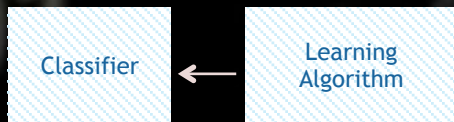
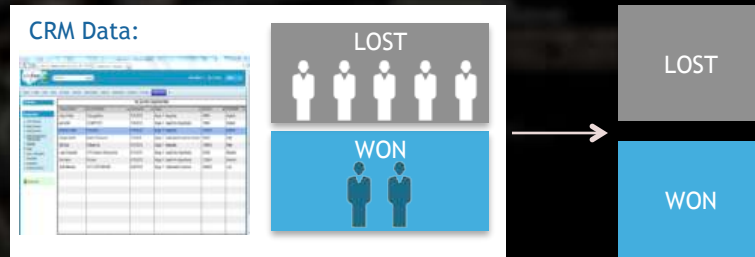
Classifier

Prediction
Conversation Planner





Monitoring



A long-exposure photograph of a city street at night. The foreground shows a multi-lane road with light trails from cars, primarily in shades of red and orange, indicating traffic moving away from the viewer. The street is lined with trees and streetlights that create a warm, golden glow. In the background, several tall skyscrapers are illuminated with various colors, including blue, white, and yellow. The sky is dark, and the overall scene conveys a sense of a busy, dynamic urban environment.

Dynamic Market

Real time events

Online vs. Batch learning

Right NOW.



Small Data

Cross-Validation

Model Selection



Company Micro Segmentation

Website Patterns

Financials

Employees per department

Buyer Persona

Social Connection

Seniority

Employment History

Website Activities

Sales/Marketing Activities

Marketing Channel



Social Profile Disambiguation

Automatic Feature Generation

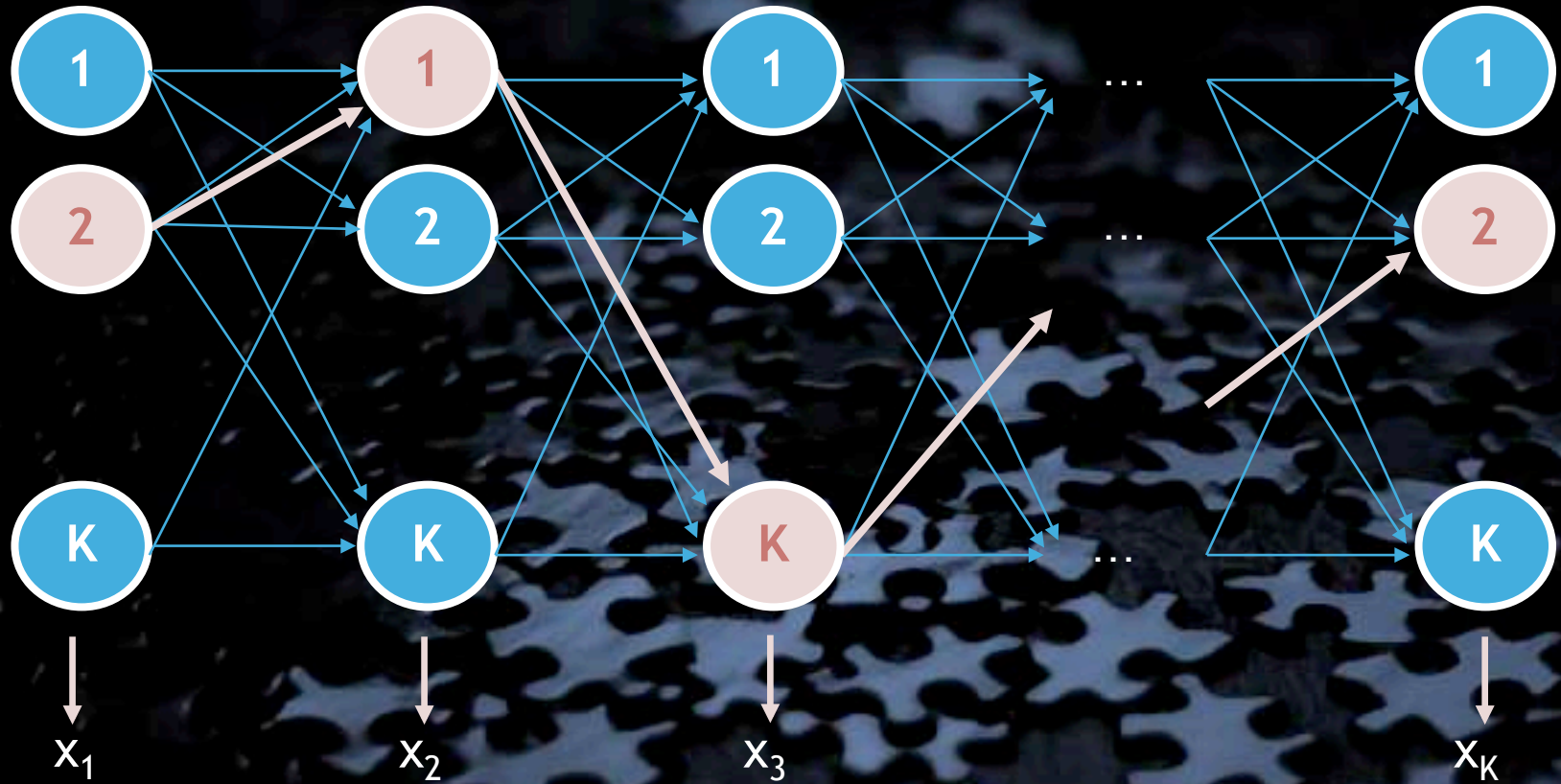
Time Series
Analysis

Text
Clustering

Aggregation
Functions

Business
Parameters

Reverse Engineering a Process



A large iceberg floats in a blue ocean under a bright sun. The top part of the iceberg is visible above the water, while a much larger, dark part is submerged below the surface. This visual metaphor represents the concept of hidden variables in AI.

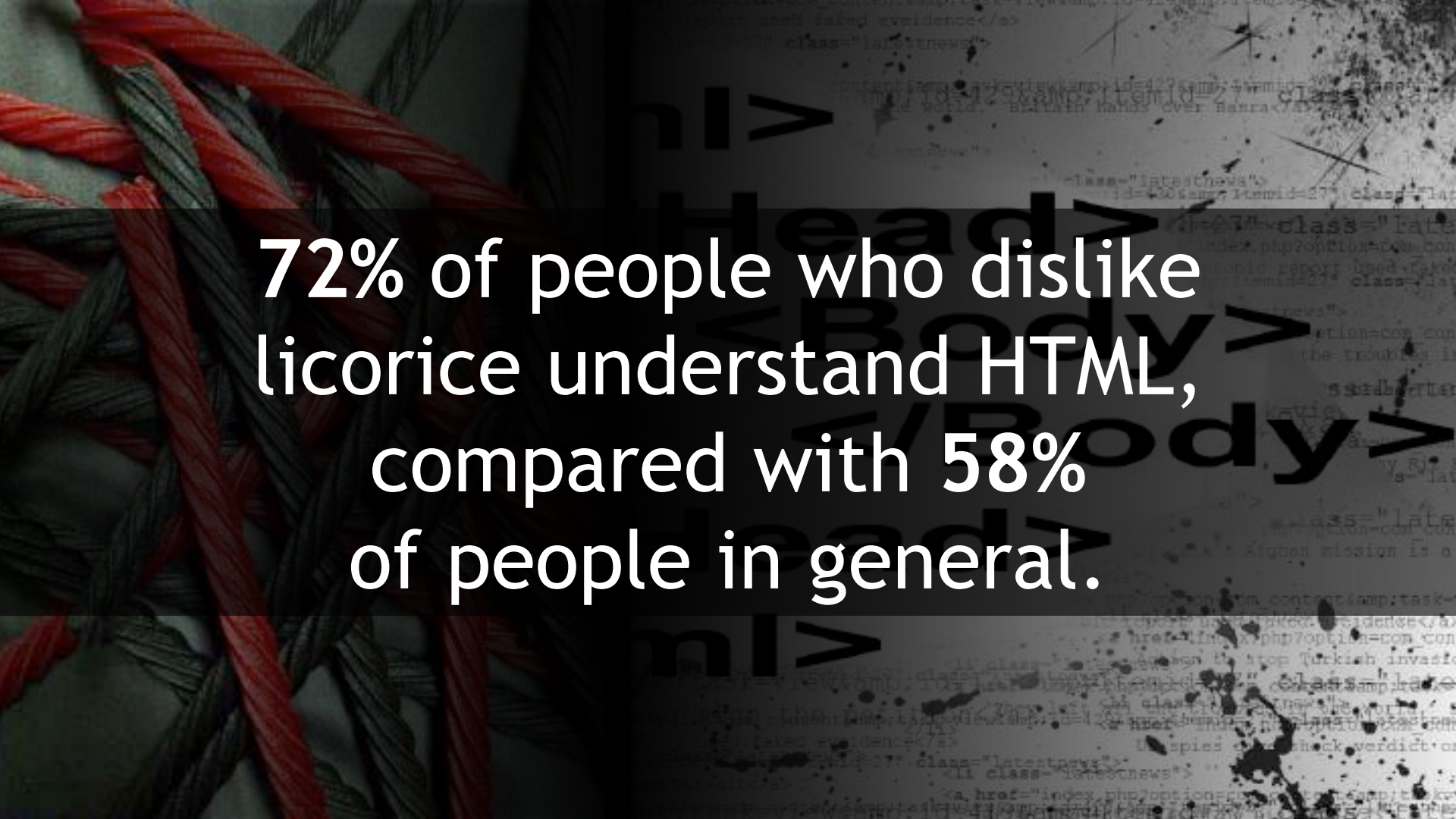
Emotional AI: The Perception Problem

Why is this A and this is a D?

Hidden variables

What is trivial

I want control



**72% of people who dislike
licorice understand HTML,
compared with 58%
of people in general.**

A complex network graph with numerous nodes and edges, rendered in shades of blue and white, set against a light blue background. The graph is dense and interconnected, with some nodes highlighted in darker colors.

Connect the Dots

Influencer Detection

Similar to Me

Group Prediction



Learning the Competition

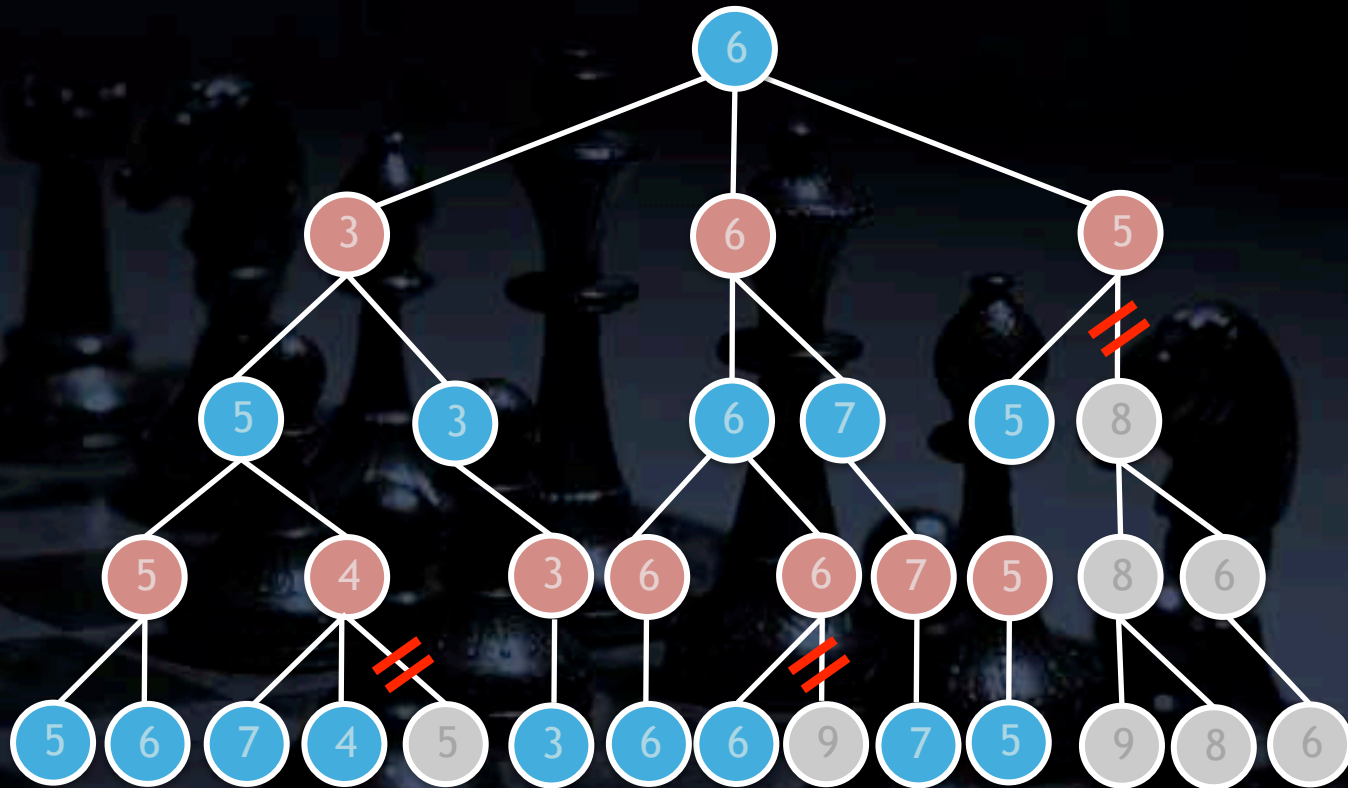
Max

Min

Max

Min

Max





Multi Agent Environment

A roller coaster with blue tracks and red supports is shown against a sunset sky with scattered clouds. The roller coaster features several loops and drops. The text "Changing your Own Distributions" is overlaid in white on a dark horizontal band across the middle of the image.

Changing your Own Distributions

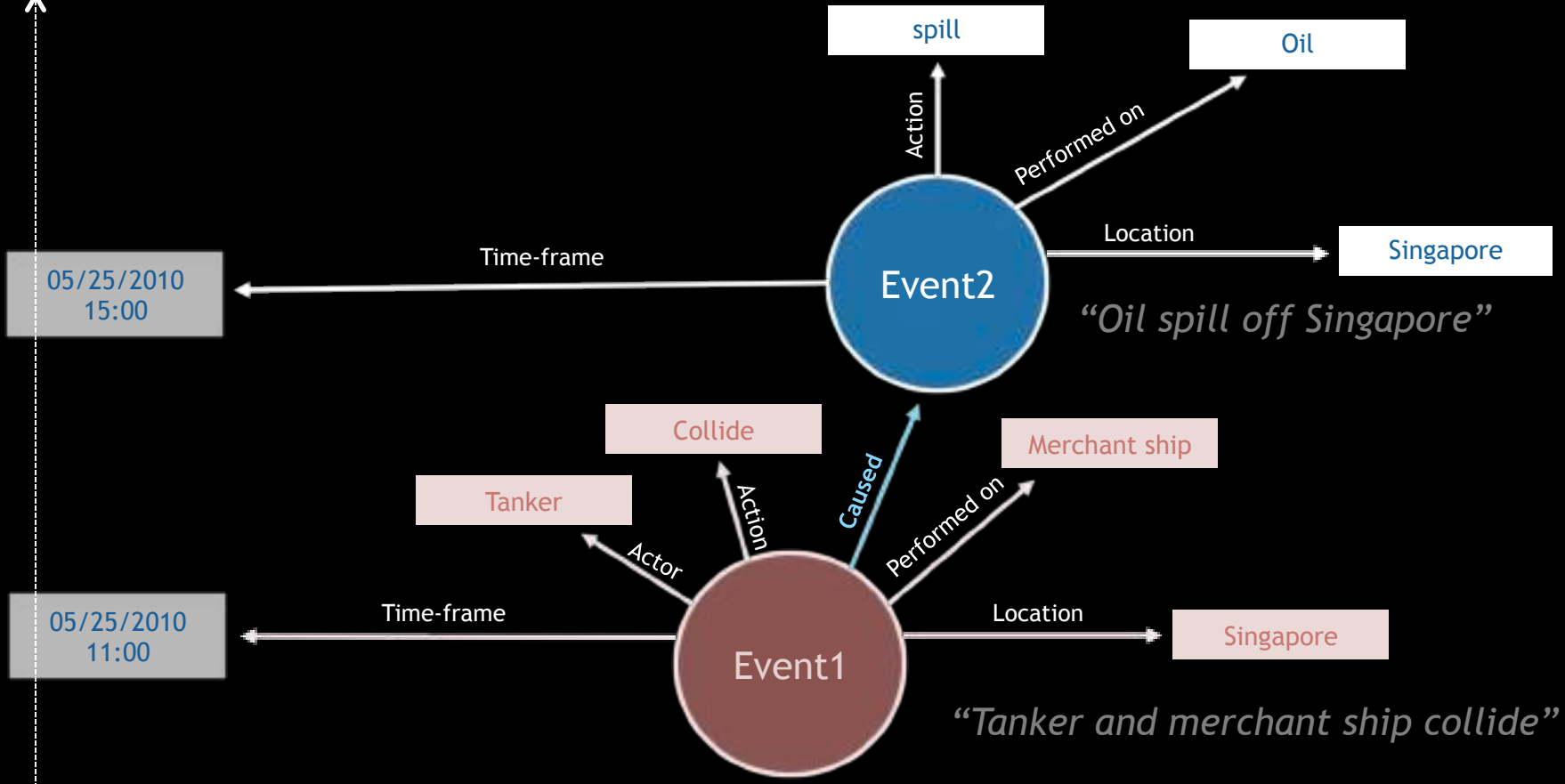
A row of dominoes is shown in a dark, grayscale environment. The dominoes are arranged in a line, and the one on the far left is in the process of falling, having tipped over. The others are still standing upright. The lighting is dramatic, highlighting the edges of the dominoes against the dark background.

**Externality:
Decisions affecting
the eco system**



150 years of news articles
Billions of tweets
Millions of web searches

Time





Causality Graph





Sales Predict

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@KiraRadinsky