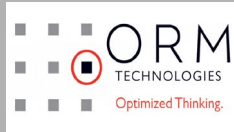


ORM Senior Design Project

EMIS Department

Kelly Fotsch, Lauren Davis, and Lexie Witt



Transforming Data into Insights: ORM Technologies helps companies achieve their revenue goals by leveraging the power of advanced analytics.



Problem: The Client, Trend Micro, does not have a way to estimate the cloud spend of their current and potential clients.



Goal: Create a model that estimates cloud spend for medium to large enterprises.

Research

- In depth research on the Addressable Cloud Market: Services, Securities, Key Players, etc.
- Why do companies migrate to the cloud?
- What factors lead them to this migration?

Data Collection

- Collected data from Intricately, then received additional data from Trend Micro
- Received customer story data from Trend Micro to help us identify pain points and factors consistent across customers who purchased cloud products.

Data Cleaning

- Organized the data and eliminated blanks by taking the averages of various columns
- Created counts for certain attributes such as number of SaaS products and number of cloud hosting products.
- Classified the primary cloud hosting products and industries as either high, medium, or low spend.

Attributes

- Industry (high, medium or low spending)
- Stage of cloud products (entering, developing, established, mature)
- Region (Northeast, southeast, West)
- Number of Employees
- Spend Potential (low, medium, high)
- Primary Hosting Product (high, medium, or low spend)
- Secondary Hosting Product (high, medium, or low spend)
- Estimated Total Cloud Spend
- Number of cloud hosting products
- Number of SaaS Products

Models & Results

- Created a linear regression model using R Caret Package
- Found and rank the top accounts by cloud spend
- Help Trend Micro prioritize and target particular accounts
- Created two models to predict Total Estimated Current Cloud Spend and Cloud Spend Potential
- R^2 for Total IT = 0.52 Spend Potential = 0.75
- Significant variables in total estimated current cloud spend model at 0.05 level significance:
 - Industry vs. Spend Potential, Primary vs. Total IT, Count of Cloud Hosting Products, Industry vs. Total IT
- Significant variables in Cloud Spend Potential model at 0.05 level significance:
 - Primary vs. Spend Potential, Secondary vs. Spend Potential, Count of Cloud Hosting products, SaaS Product Count