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.
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?

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

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.

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, pr low spend)
Secondary Hosting Product (high, medium, pr 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