

# Identifying Young Turks

Building a Performance Prediction Tool to Identify Business Leaders for an MLM Giant



## What Behavioral Factors Drive Distributors' Growth and Performance?

### Business Question

- ✓ What are the sustainable business practices that distinguish high and low performers in a market?
- ✓ How can potential high performers be identified and nurtured?
- ✓ What factors differentiate distributors' performance across different markets?

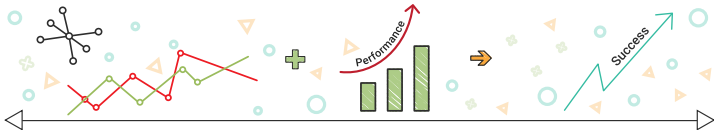
### Solution



- TEG identified metrics that are indicative of high performance through rigorous hypothesis testing and validation
- Actionable insights generated by correlating performance metrics over time and across markets
- Classification models used to identify the top metrics that distinguish high and low performers within each market
- Decision trees built to identify thresholds in metrics to trigger tactical course correction
- Tracking tool allows identification of high potential distributors



Market Insights + Optimised Path to High Performance = Successful Leaders



### Result

Adapting to individual market characteristics and nurturing sustainable business practices leads to effective distributor performance.