Project: CRM Insights for Managers

Group Code: Data Analyst Specialist\_SHR1\_DAT1\_G1e

Team Name: **MANHAM**

Team Members:

1. Amr Mostafa Kamel
2. Hussein Srour Hassan
3. Abdallah Said Yousef
4. Mahmoud Saad Mohamed
5. Mohamed Yasser Abdel Zaher
6. Nourhan Mahmoud Abdel Latif

Supervised By: Kareem El-Demerdash

Introduction

The 2017 CRM Sales Report, created using Power BI, provides insights into sales performance through filters for Team Managers and Quarter. It analyzes team and individual performance across different periods.

Objectives

- Track team and individual performance against KPIs.

- Identify team members needing support.

- Highlight focus areas for improving performance.

- Compare team performance with the rest of the business.

Purpose

The report aims to offer actionable insights into sales trends, enabling better decision-making and strategy adjustments for sustained growth.

Steps in the Analysis

1. Filter data by Team Managers and Quarter.

2. Track performance against KPIs.

3. Identify gaps where support is needed.

4. Focus efforts to improve future performance.

5. Benchmark team performance against the company average.