Antarctica Global Analysis Report

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For More Details, Explanations, And Visualizations, Please Visit GitHub Repository.

[https://github.com/Abdulabin/Antarctica-Global-Assignment.git]

1. **What is the total number of leads generated by Each Associate**

Name:	Associate ABC	Associate KLM	Associate XYZ
Total days worked	44 days	107 days	41 days
Total leads generated	**282 Leads**	**1047 Leads**	**445 Leads**

2. **What is the total number of leaves taken by each associate (considering Saturday and Sunday as holidays)?**

Name:	Associate ABC	Associate KLM	Associate XYZ
Total Days	61 Days	124 Days	61 Days
Total Days Worked	44 Days	107 Days	41 Days
Saturdays	8 Leaves	2 Leaves	8 Leaves
Sundays	8 Leaves	1 Leaves	8 Leaves
Holidays Personal	1 Leaves	14 Leaves	4 Leaves
Total Leaves Taken	**17 Leaves**	**17 Leaves**	**20 Leaves**

3. **What is the average number of leads generated by each associate?**

Name:	Associate ABC	Associate KLM	Associate XYZ
Total days worked	44 days	107 days	41 days
Total leads generated	282 Leads	1047 Leads	445 Leads
Average leads generated	**6.40=7 Leads**	**9.78=10 Leads**	**10.85=11 Leads**

4. **Which associate has been the most consistent in lead generation?**

Name:	Associate ABC	Associate KLM	Associate XYZ
Most consistent	**4.27 STD**	**3.99 STD**	**2.55 STD**

The lower the value, the more consistent the Associate

5. **Do you remove missing values from the data-set for analysis?**

In this scenario, considering the analysis focuses on evaluating performance during workdays, it might be more appropriate to remove missing values corresponding to Saturdays, Sundays, and days when associates have taken leave. This approach allows the analysis to concentrate on the team's performance during active working days, providing a more targeted and relevant assessment of their productivity and effectiveness.

❖ **Recommendations for Business Development Team:**

1. Boost ABC's Performance:

- **Targeted training:** Identify and bridge any skill gaps compared to XYZ and KLM.

- **Mentorship:** Pair ABC with top performers for learning best practices.

2. Share Success:

- **Knowledge-sharing sessions:** Top performers like XYZ share their strategies with the team.

- **Peer-to-peer feedback:** Constructive feedback on lead generation methods.

3. Analyse Leave Differences:

- Understand reasons behind varying leave patterns and address them if impacting performance.

4. Reward and Recognize High Performers:

- Public acknowledgements and incentives based on lead generation achievements.

Additional Points:

- Investigate the lead quality generated by each associate. Are XYZ's leads converting at a higher rate than KLM's or ABC's? Focusing on quality alongside quantity can be crucial.

Thank You…