Sales Executive Performance Dashboard in Excel

| Chennai | Delhi | Mumbai | Nagpur | Patna | Pune | Ranchi | Surat |

☑ Dashboard1   ☐ Dashboard2   ☑ Dashboard3   ☐ Dashboard4

Sales Executive	Total_sales
Anoop Narayan	355
Arvind Sharma	379
Julie S	374
Prasannakumari S	342
Shankar Attendant	357

Sales Executive	Total_sales
Dinesh Kumar	166
Omprakash O	143
Pankaj Shelkey	156
Prabha Desikan	171
Praveen Kumar	166

Sales Executive	Target_hit %
Anoop Narayan	71.00%
Arvind Sharma	75.80%
Julie S	74.80%
Prasannakumari S	68.40%
Shankar Attendant	71.40%

Sales Executive	Away_From_Target %
Dinesh Kumar	66.80%
Omprakash O	71.40%
Pankaj Shelkey	68.80%
Prabha Desikan	65.80%
Praveen Kumar	66.80%

Top 5 Sales Executive
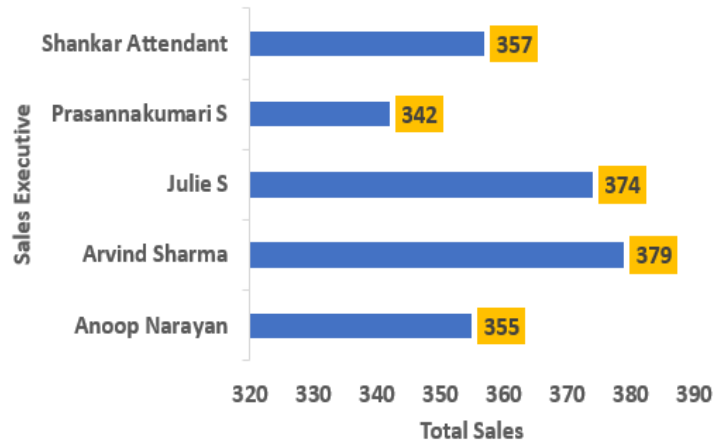
- Shankar Attendant — 357
- Prasannakumari S — 342
- Julie S — 374
- Arvind Sharma — 379
- Anoop Narayan — 355

(Total Sales axis: 320, 330, 340, 350, 360, 370, 380, 390)

Top 5 sales executive Target hit%

- 71.00%, 19% — Anoop Narayan
- 75.80%, 21% — Arvind Sharma
- 74.80%, 21% — Julie S
- 68.40%, 19% — Prasannakumari S
- 71.40%, 20% — Shankar Attendant

Bottom 5 Sales Executive Away From Target Hit%

- Dinesh Kumar — 66.80%
- Omprakash O — 71.40%
- Pankaj Shelkey — 68.80%
- Prabha Desikan — 65.80%
- Praveen Kumar — 66.80%

(Total)
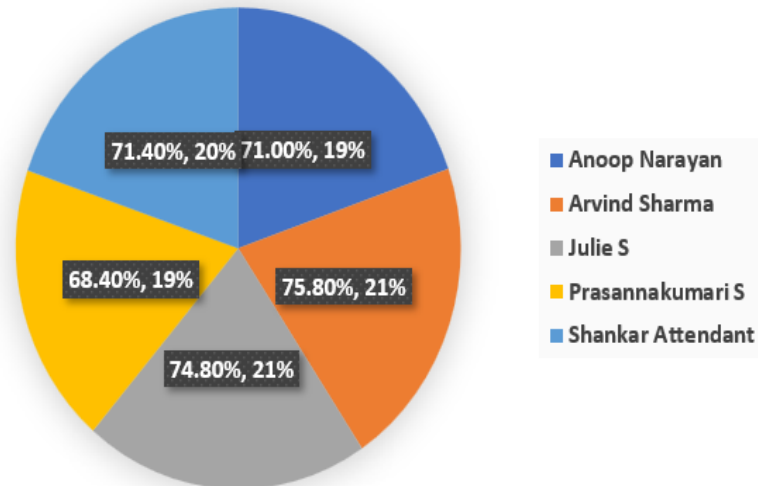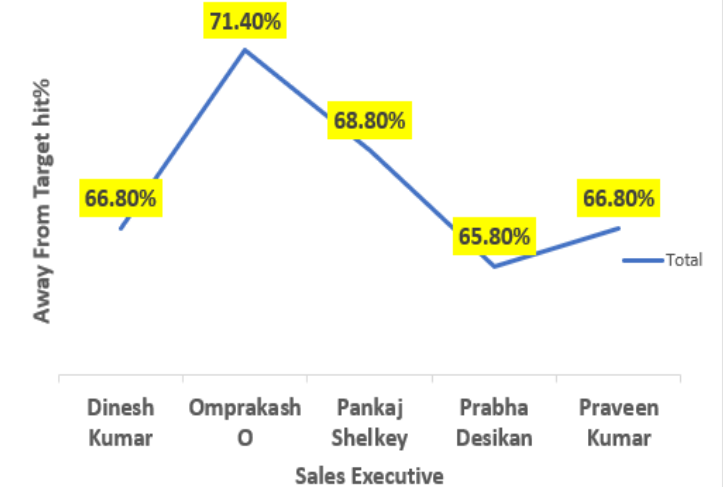
Key Insights and learning

▶ I recently built an **Excel Sales Dashboard** to analyze performance across different sales executives and regions. Here are some **key insights** I discovered:

▶ **Top Performers:**

· **Arvind Sharma** led with **379 units sold!** 🏆

· **Julie S & Anoop Narayan** also showed **strong performance**.

▶ **Who Needs Improvement?**

· **Omprakash O & Pankaj Shelkey** were **far from their sales targets**, missing **over 65%**.

▶ **Target Achievement Insights:**

· **Anikuttan had the highest target hit rate (76.4%).**

· Some executives **struggled with a low achievement rate (below 50%)**, indicating a need for strategic changes.

▶ **Regional Trends:**

· **Mumbai & Delhi outperformed**, while **Chennai & Pune** showed lower results.

· This raises questions: **Is it a market challenge, or do these teams need extra support?**

▶ In the dashboard we can look for top performers, bottom performers, Performance in target achievement for different regions.
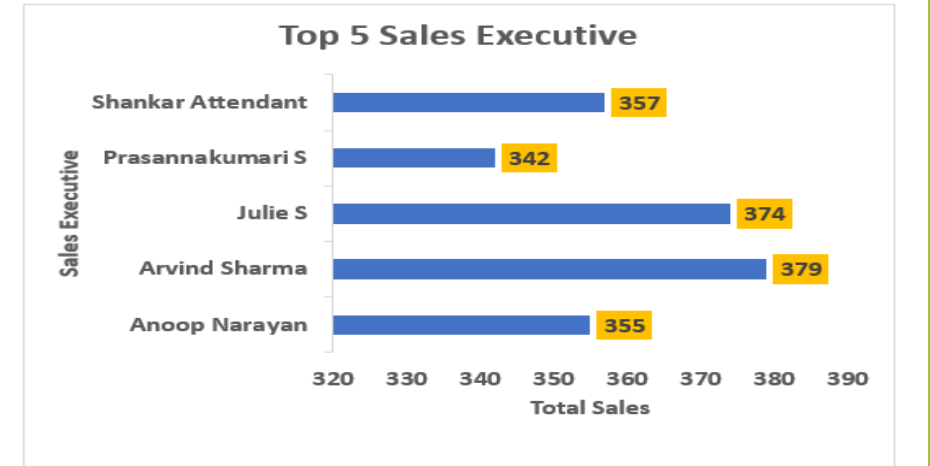
Sales Executive Dataset

Emp Code	Sales Executive	Region	Day1	Day2	Day3	Day4	Day5	Total Sales	Target	Target Hit %	Away From Target %
Mum-TCL001	Raj Verma	Mumbai	49	84	98	67	41	339	500	67.80%	32.20%
Mum-TCL002	Tanuja Kale	Delhi	44	85	47	15	48	239	500	47.80%	52.20%
Mum-TCL138	Anikuttan	Delhi	72	49	93	95	73	382	500	76.40%	23.60%
Mum-TCL004	Tahira Qureshi	Chennai	52	99	13	95	29	288	500	57.60%	42.40%
Mum-TCL005	Anuj Sharma	Pune	35	54	49	26	49	213	500	42.60%	57.40%
Mum-TCL006	Syed Sohail	Patna	86	31	23	48	77	265	500	53.00%	47.00%
Mum-TCL007	Syed Saqib	Ranchi	84	28	98	80	79	369	500	73.80%	26.20%
Mum-TCL008	Syed Naved	Surat	73	97	38	24	53	285	500	57.00%	43.00%
Mum-TCL009	Swarnlata Borse	Mumbai	54	26	53	36	20	189	500	37.80%	62.20%
Mum-TCL010	Sushma Khandelwal	Delhi	52	52	19	53	37	213	500	42.60%	57.40%
Mum-TCL011	Surendranath Thakur	Nagpur	63	17	40	48	51	219	500	43.80%	56.20%
Mum-TCL012	Surendra Kumar	Chennai	79	99	95	12	91	376	500	75.20%	24.80%
Mum-TCL013	Sunita Madnani	Pune	95	88	11	78	60	332	500	66.40%	33.60%
Mum-TCL014	Sunita Chawla	Patna	83	77	66	22	40	288	500	57.60%	42.40%
Mum-TCL015	Sunil Kumar	Ranchi	78	58	34	84	31	285	500	57.00%	43.00%
Mum-TCL016	Sudhir Kumar	Surat	14	25	45	70	45	199	500	39.80%	60.20%
Mum-TCL017	Sudama Kumar	Mumbai	37	69	96	66	38	306	500	61.20%	38.80%
Mum-TCL018	Sonaram Munda	Delhi	11	46	91	98	45	291	500	58.20%	41.80%
Mum-TCL019	Sneh Khan	Nagpur	19	34	64	65	70	252	500	50.40%	49.60%
Mum-TCL020	Shyamal Malakar	Chennai	93	84	13	45	18	253	500	50.60%	49.40%
Mum-TCL021	Shubhanjali Joshi	Pune	68	73	97	76	53	367	500	73.40%	26.60%
Mum-TCL022	Shivji Prasad	Patna	99	17	48	44	93	301	500	60.20%	39.80%
Mum-TCL023	Shephali Jain	Ranchi	57	28	31	34	52	202	500	40.40%	59.60%
Mum-TCL024	Sheena Joseph	Surat	40	22	18	11	92	183	500	36.60%	63.40%
Mum-TCL025	Sheeba Joseph	Mumbai	47	99	94	75	29	344	500	68.80%	31.20%
Mum-TCL026	Shashikant Tiwari	Delhi	16	71	80	76	33	276	500	55.20%	44.80%
Mum-TCL027	Shankar Attendant	Nagpur	72	87	92	72	34	357	500	71.40%	28.60%
Mum-TCL028	Shailendra Barge	Chennai	30	38	70	89	97	324	500	64.80%	35.20%

Top Performers

▶ Based on Pivot Table, here are the **top-performing sales executives for Nagpur region**:

1. **Arvind Sharma** – **379 units sold** (🏆 Best Performer)

2. **Julie S** – **374 units sold** (Very close second)

3. **Anoop Narayan** – **355 units sold**

4. **Alok Pandey** – **341 units sold**

5. **Anikuttan** – **331 units sold**

Sales Executive	🔽	Total_sales
Anoop Narayan		355
Arvind Sharma		379
Julie S		374
Prasannakumari S		342
Shankar Attendant		357

▶ **In the same way, you can look for top performers in different regions(Chennai ,Delhi , Mumbai ect).**

Performance in Away From Target Hit%

▶ Based on Pivot Table , here are the bottom 5 sales executive Away from target hit% for Nagpur region.

1. Dinesh Kumar – 66.80%

2. Omprakash O – 71.40%

3. Pankaj Shelkey – 68.80%

4. Prabha Desikan - 65.80%

5. Praveen Kumar – 66.80%
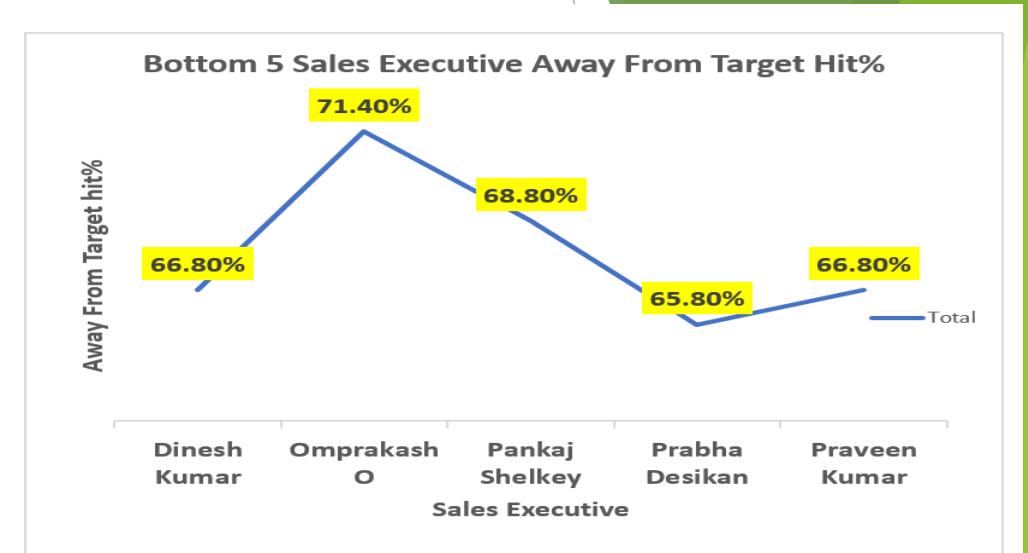
Bottom 5 Sales Executive Away From Target Hit%

Sales Executive	Away_From_Target %
Dinesh Kumar	66.80%
Omprakash O	71.40%
Pankaj Shelkey	68.80%
Prabha Desikan	65.80%
Praveen Kumar	66.80%

▶ **In the same way, you can look for bottom performance in away from target hit in different regions(Chennai ,Delhi , Mumbai ect).**