Executive Summary

Project Overview

This project presents a performance analysis of sales executives across various regions using interactive dashboards. The objective is to identify **top and bottom performers**, measure their **sales performance against targets**, and offer a **visual breakdown** to aid decision-making. The focus lies on both individual achievements and deviations from set goals to guide performance improvement strategies.

Dashboard Breakdown

1. Top 5 Sales Executives

- Displayed in the **top-left table**, these are the highest-performing team members based on **total sales volume**:

  - **Miny Mole** – 384 units

  - **Surendra Kumar** – 376 units

  - **Shailendra Barge** – 324 units

  - **Kavita Sharma** – 318 units

  - **Afzal Husain** – 316 units

- **Total sales by top 5**: **1,718 units**

2. Bottom 5 Sales Executives

- Displayed in the **top-middle table**, showing the lowest-performing team members based on sales:

  - **Rakhi Jodhani** – 249 units

  - **Atul Kumar** – 245 units

  - **Salim** – 214 units

  - **Rekha Jain** – 213 units

  - **John D'Costa** – 211 units

- **Total sales by bottom 5**: **1,132 units**

Away From Target (%) Analysis

3. Top 5 (Highest Away from Target %)

- Shown in the **middle-left blue table**, these individuals have the highest deviation from targets:

  - **John D'Costa** – 57.80%

- o **Rekha Jain** – 57.40%

- o **Salim** – 57.20%

- o **Atul Kumar** – 51.00%

- o **Rakhi Jodhani** – 50.20%

- **Total deviation for top 5**: **273.60%**

- Indicates urgent need for training, mentoring, or strategic change.

4. Bottom 5 (Lowest Away from Target %)

- Shown in the **middle-right blue table**, these executives performed closest to their targets:

  - o **Miny Mole** – 23.20%

  - o **Surendra Kumar** – 24.80%

  - o **Shailendra Barge** – 35.20%

  - o **Kavita Sharma** – 36.40%

  - o **Afzal Husain** – 36.80%

- **Total deviation for bottom 5**: **156.40%**

- These members are more consistent and reliable performers.

Visualization Support

- **Bar Chart (Bottom Left)**: Highlights individual sales contributions of the top 5 members for quick comparison.

- **Pie Chart (Center)**: Shows equal percentage distribution among top 5, indicating balanced performance.

- **Line Graph (Bottom Right)**: Tracks away-from-target % for the bottom 5 performers to visually spot consistency and spikes.

Key Insights

- **Top Performer**: **Miny Mole**, with the highest sales and lowest deviation from target – a standout performer.

- **Biggest Gap**: **John D'Costa**, with the lowest sales and highest deviation – requires performance improvement intervention.

- **Surendra Kumar** and **Shailendra Barge** strike a balance between good sales and relatively lower deviation from targets.

- **Total sales variance** suggests the need for internal benchmarking and knowledge transfer between top and bottom performers.

Recommendations

1. **Recognize and Reward**:

     o   Acknowledge high performers like Miny Mole and Surendra Kumar.

     o   Use their strategies as case studies or mentors for others.

2. **Performance Improvement Plans**:

     o   Immediate coaching for bottom 5 performers with high target deviation.

     o   Investigate causes—market conditions, product knowledge, motivation issues, etc.

3. **Target Setting Review**:

     o   Re-evaluate if set targets are realistic and regionally balanced.

4. **Data-Driven Training**:

     o   Conduct workshops using dashboard data to identify skills gaps and improvement areas.

5. **Regular Monitoring**:

     o   Continue using dashboards for weekly/monthly monitoring to detect trends early and act faster.

Conclusion

This sales executive performance dashboard serves as a vital tool for sales leadership to **analyze**, **act**, and **optimize**. By using real-time data, clear visualizations, and well-segmented tables, it offers strategic insights into team performance, allowing for timely interventions and recognition, ultimately driving the organization closer to its sales goals.