






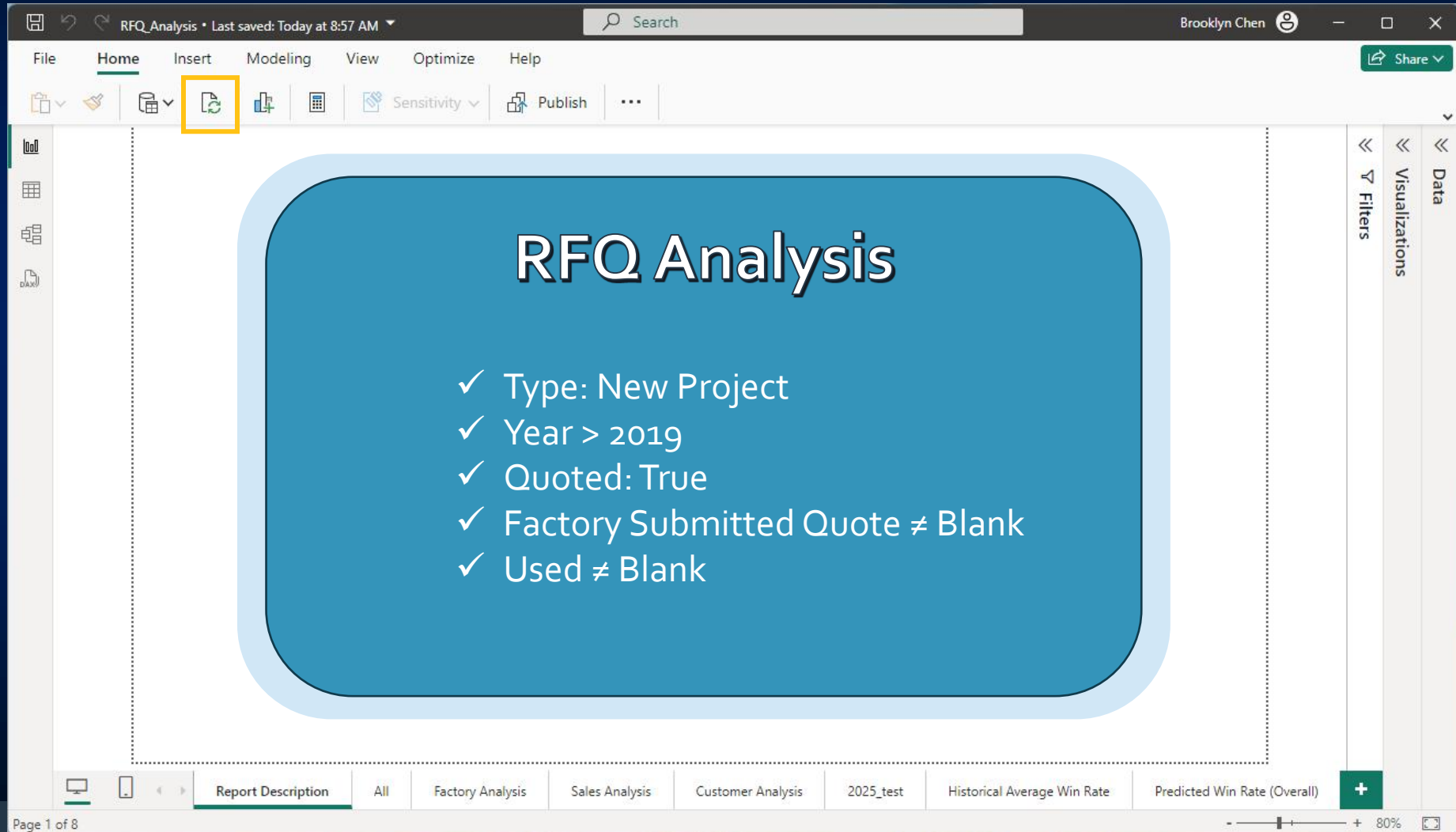


Power BI Report Description

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Update Data

Click '**Refresh**' to update the data. The source data will be automatically updated every morning at 7 AM



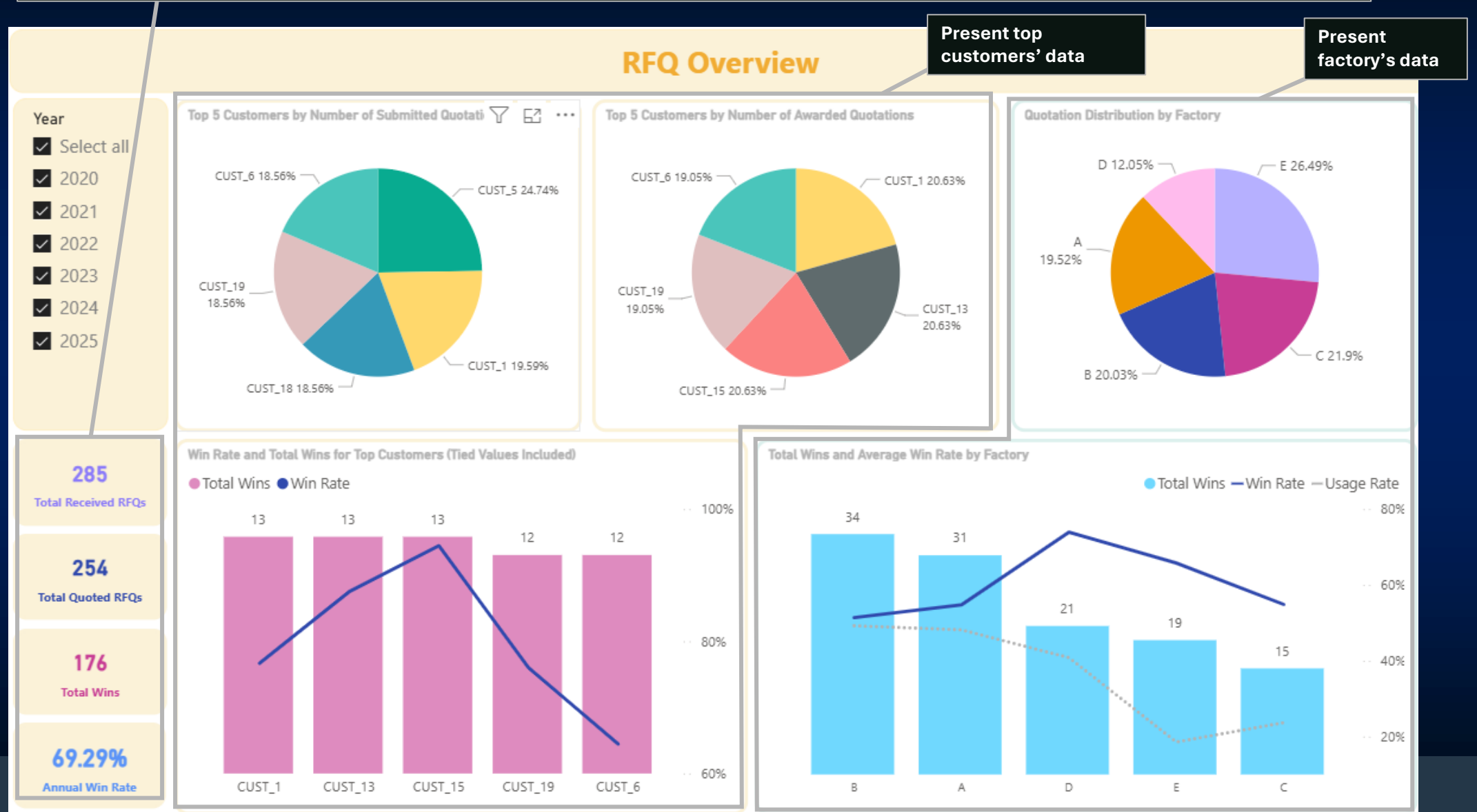
The screenshot displays the Microsoft Power BI Desktop application window. The title bar indicates the file is 'RFQ_Analysis' and it was last saved 'Today at 8:57 AM'. The ribbon is set to the 'Home' tab, and the 'Refresh' button (represented by a circular arrow icon) is highlighted with a yellow box. The main workspace contains a blue rounded rectangle with the text 'RFQ Analysis' and a list of five criteria, each preceded by a checkmark: 'Type: New Project', 'Year > 2019', 'Quoted: True', 'Factory Submitted Quote ≠ Blank', and 'Used ≠ Blank'. The right-hand pane shows the 'Data' view with a list of fields including 'Filters', 'Visualizations', and 'Data'. The bottom status bar shows 'Page 1 of 8' and a zoom level of '80%'.

RFQ Analysis

- ✓ Type: New Project
- ✓ Year > 2019
- ✓ Quoted: True
- ✓ Factory Submitted Quote ≠ Blank
- ✓ Used ≠ Blank

Page 1 of 8

- **Total Received RFQs:** The total number of RFQs received from different clients
- **Total Quoted RFQs:** The number of RFQs received from different clients minus the number of RFQs with a Result Code of "No Quote"
- **Total Wins:** The number of RFQs that were awarded
- **Annual Win Rate:** The ratio of total Wins to total quoted RFQs for the given year(s)



- **Total Submitted RFQs:** The total number of RFQs that have been submitted to the factory
- **Total Usage:** The number of RFQs for which the factory is used to provide quotes to clients
- **Total Wins:** The number of RFQs that were awarded (for which the factory was used)
- **Average Usage Rate:** The total of each year's usage-to-submitted RFQ ratio, divided by the number of years
- **Average Annual Win Rate:** The win rate for each year is calculated and then averaged

Factory Performance

- Year
- ☒ Select all
 - ☒ 2020
 - ☒ 2021
 - ☒ 2022
 - ☒ 2023
 - ☒ 2024
 - ☒ 2025

- Factory
- ☒ Select all
 - ☒ A
 - ☒ B
 - ☒ C
 - ☒ D
 - ☒ E

589
Total Submitted RFQs

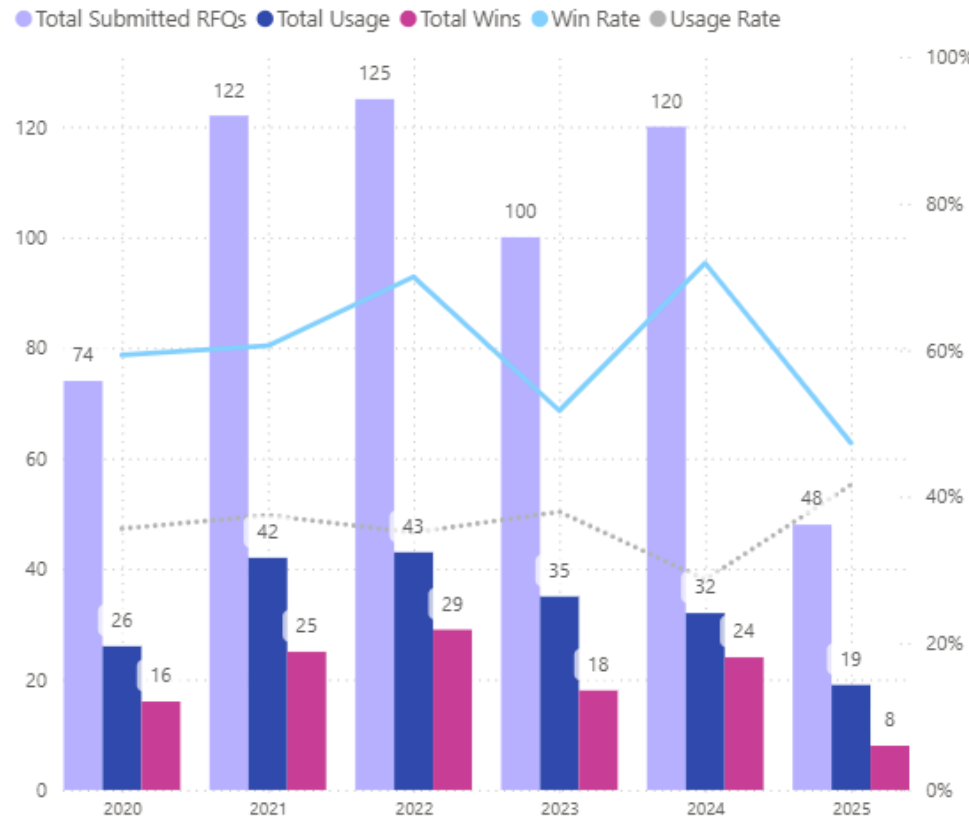
197
Total Usage

120
Total Wins

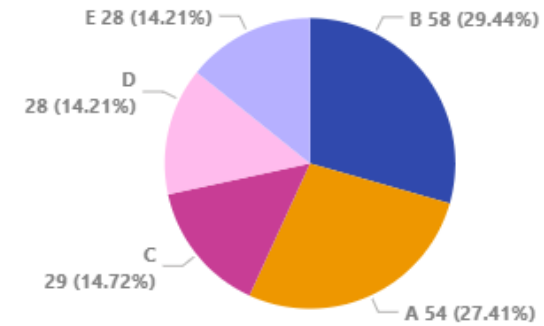
36.07%
Average Annual Usage Rate

60.14%
Average Annual Win Rate

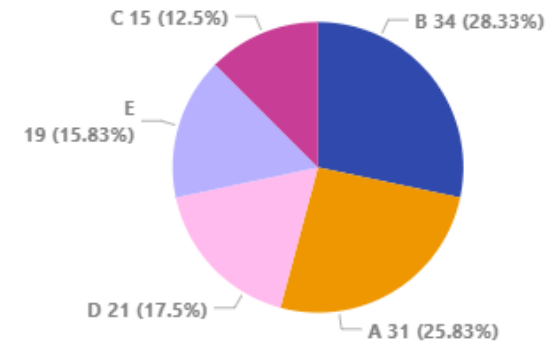
Average Win Rate and Total Submitted RFQs, Quoted RFQs and Wins by Year



Total Usage by Factory

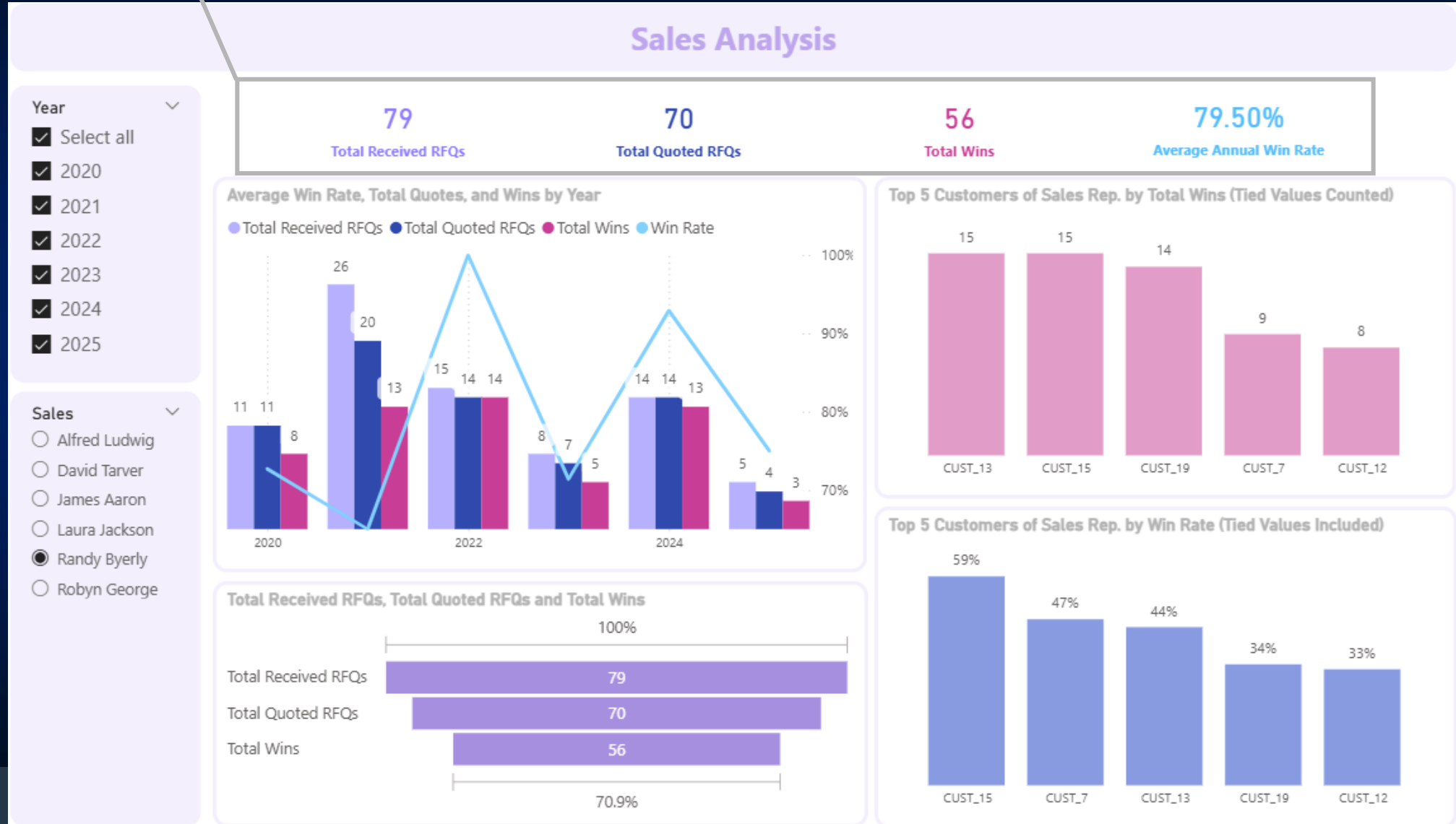


Total Wins by Factory

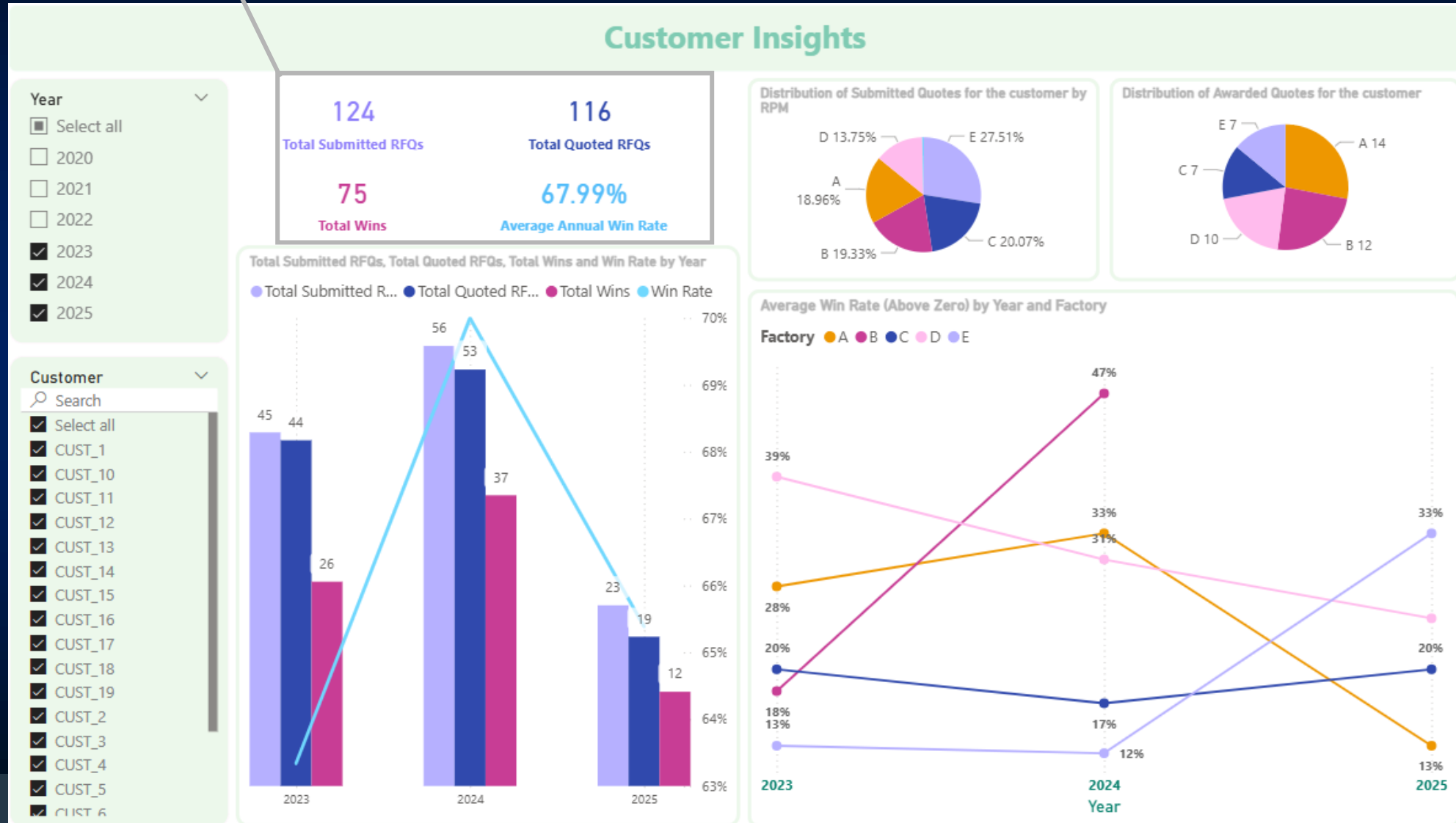


From the sales' perspective, display

- **Total Received RFQs:** The total number of RFQs that the sales received from clients
- **Total Quoted RFQs:** The number of RFQs received from different clients minus the number of RFQs with a Result Code of "No Quote"
- **Total Wins:** The number of RFQs that were awarded
- **Average Annual Win Rate:** The win rate for each year is calculated and then averaged

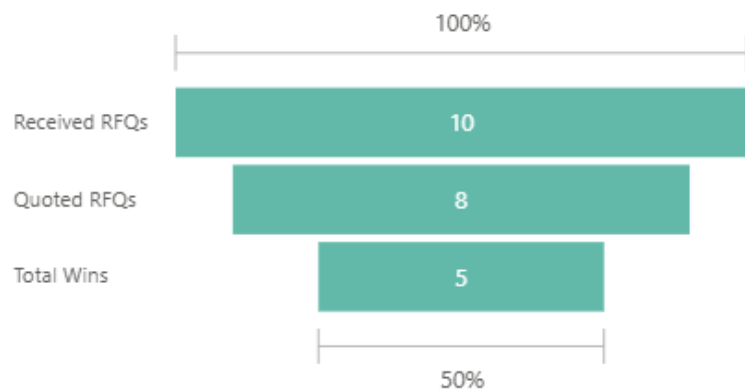


- **Total Submitted RFQs:** The total number of RFQs that have been submitted by the customer
- **Total Quoted RFQs:** The number of RFQs received from the customer minus the number of RFQs from the customer with a Result Code of "No Quote"
- **Total Wins:** The number of RFQs from the customer that were awarded
- **Average Annual Win Rate:** The win rate for each year is calculated and then averaged

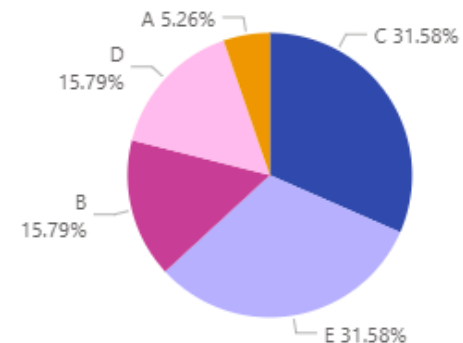


2025 RFQ Overview

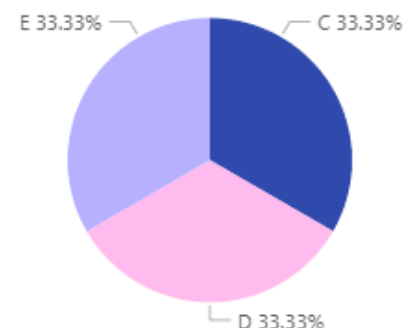
Total Received RFQs, Total Quoted RFQs and Total Wins



Distribution of submitted RFQs



Distribution of Awarded Quotes

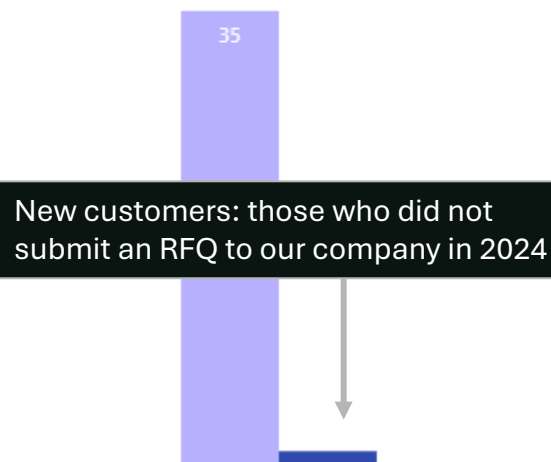


Sales Name

- ☒ Alfred Ludwig
- ☐ David Tarver
- ☐ James Aaron
- ☐ Laura Jackson
- ☐ Randy Byerly
- ☐ Robyn George

Customers in 2025 without RFQs last year

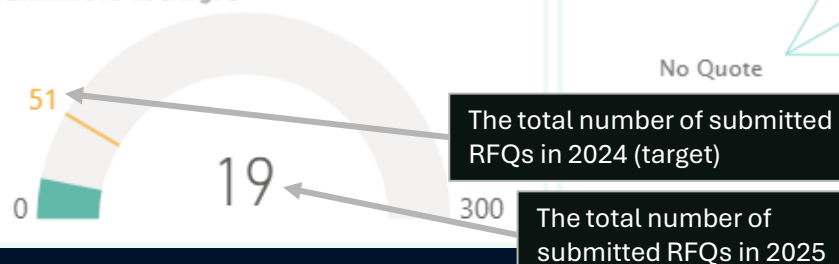
● Customers in 2024 ● Customers in 2025 without RFQs last year



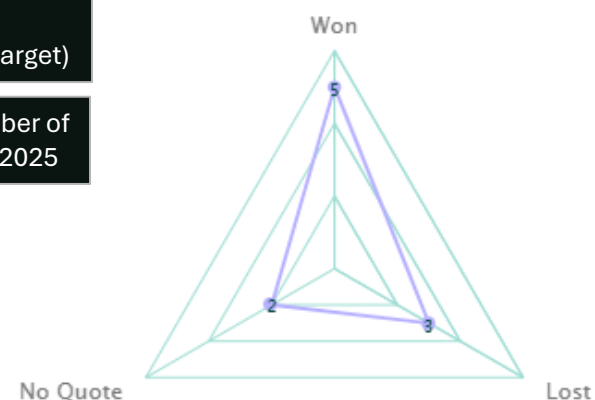
2025 Customers (Value) vs 2024 Customers (Target)

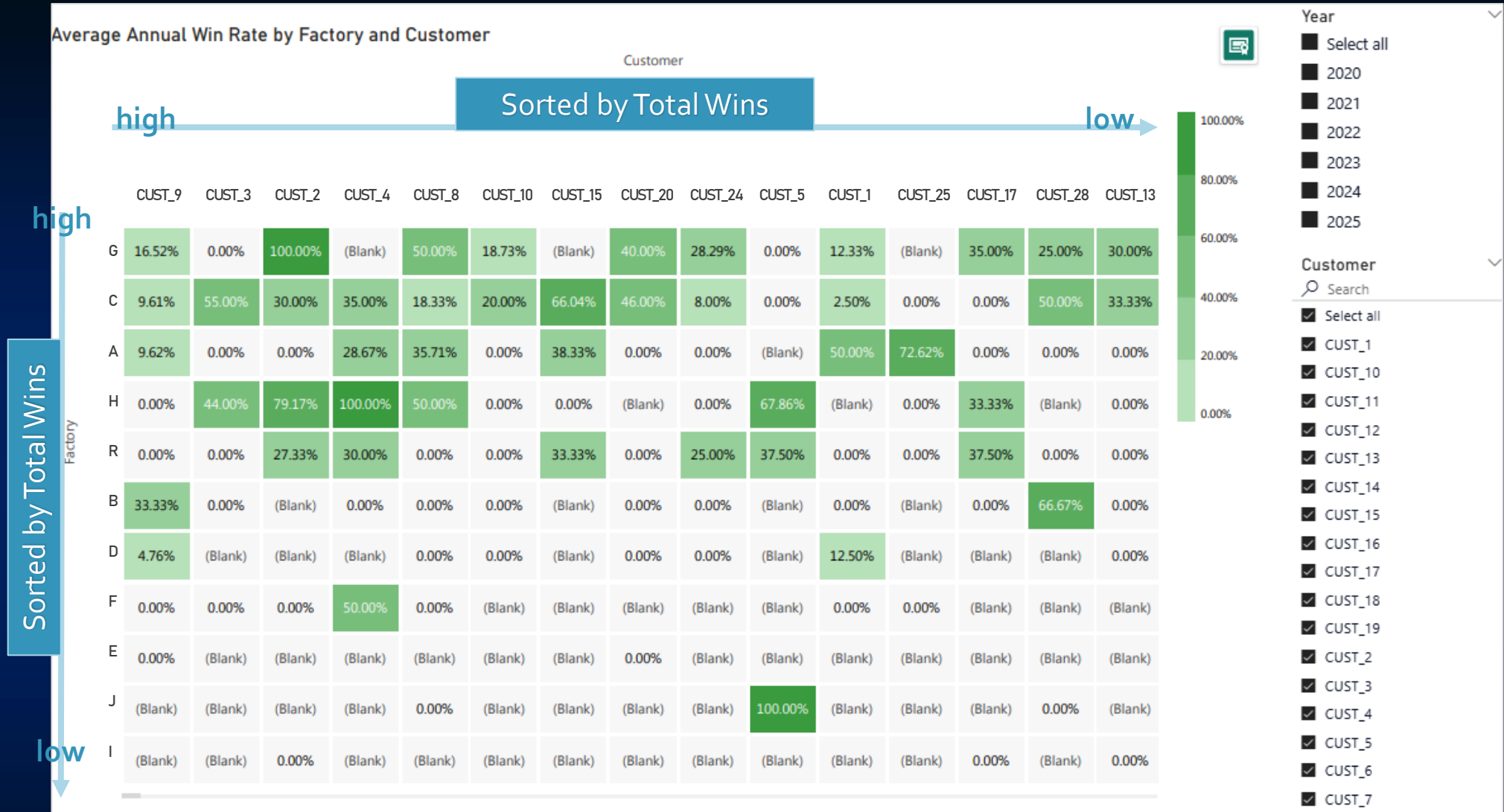


2025 Total Submitted RFQs (Value) vs 2024 Total Submitted RFQs (Target)



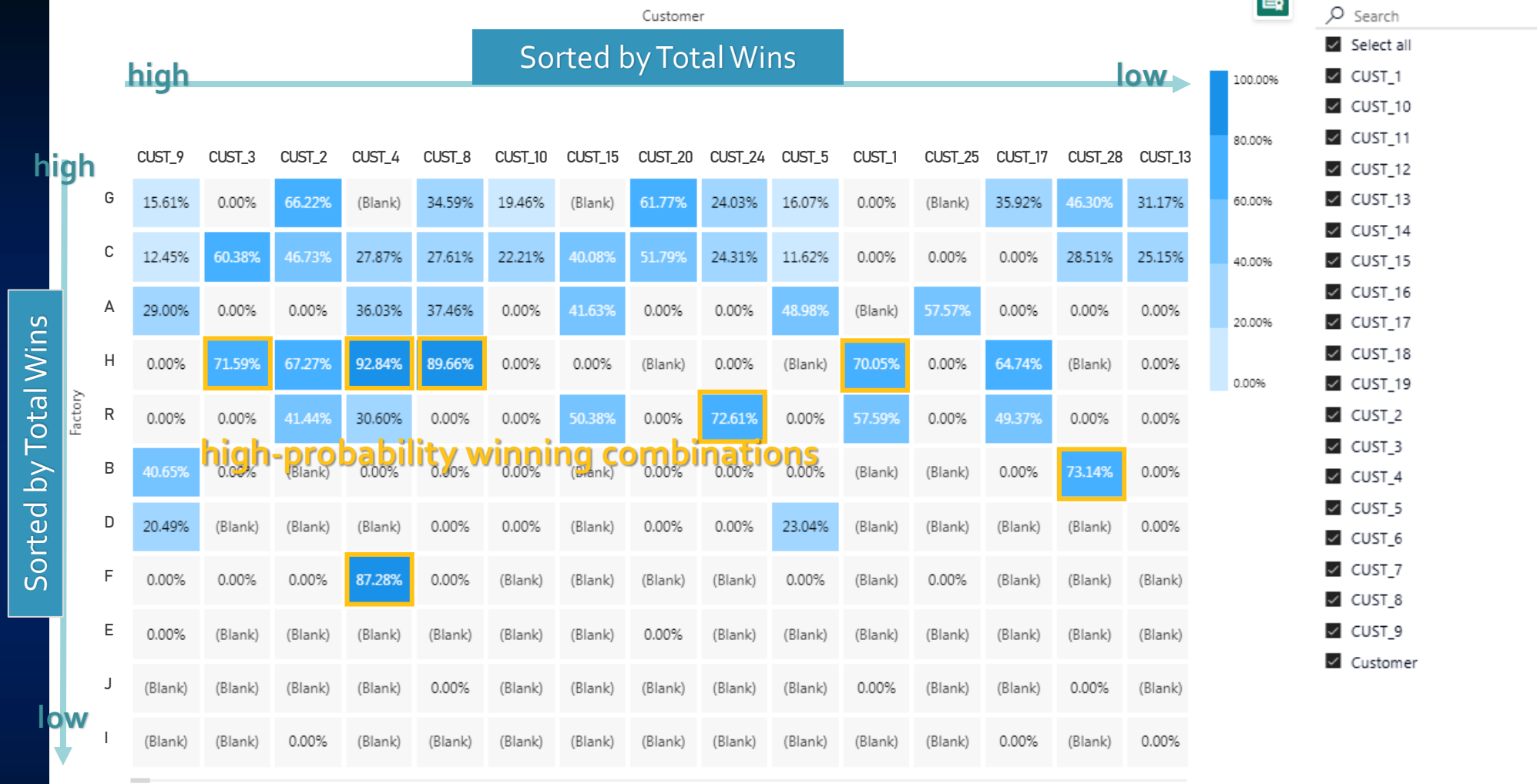
RFQ Result by Sales





This heatmap displays the historical average annual win rates based on the combination of customer and factory. The rows represent factories, and the columns represent customers. Both the rows and columns are sorted in descending order according to the total number of wins for each factory and customer, allowing for easy identification of key performance patterns.

Predicted Win Rate by Factory and Customer



This heatmap visualizes the predicted win rate for each customer-factory combination. The win rates are predicted using a Random Forest Regression model, with features including : **total wins for the combination, log-transformed customer win rate (log1p), total wins for both the customer and the factory, factory win rate, and the total number of the combination's RFQs**. Both the rows (representing factories) and columns (representing customers) are sorted in descending order based on the total wins for each factory and customer