

# Project Brief on Vandes Group Phone Sales Data

## Objective Onboarding

You are a newly hired Sales analyst at **Vandes Group**, a Fintech company that provides asset financing opportunities to the underbanked population in the continent of Africa.

Vandes Group's Sales department wants to use its sales data to build out a commission structure that rewards the various tiers in its Sales hierarchy and also to guide top management to make more informed decisions on the productivity of the Sales team as well as the profitable regions to focus on.

As such, you have been presented with historical data and asked to Build out the Sales Commission Structure which will serve as a template for rewarding the sales done in future months at Vandes Groups.

## Commission Structure Overview

Below is the breakdown of how the Head of the Sales department at Vandes Group intends to improve the productivity levels of the active Sales personnel as well as improve the motivation of the Sales Department by exciting the Sales Team and increasing their earnings aside from the daily commissions that are paid for selling a Phone.

Role	Metric	Month 1	Month 2	Month 3	Total
New Sales Agent	Payout	20,000	10,000	10,000	40,000
	Condition	Make a Minimum of 10 Sales Within the First 30 Days of Joining	Make a Minimum of 5 Sales Within the Calendar Month	Make a Minimum of 5 Sales Within the Calendar Month	
Sales Manager	Payout	10,000	5,000	5,000	20,000
	Condition	New Sales Agent must Make a Minimum of 10 Sales Within the First 30 Days of joining.	New Sales Agent must Make a Minimum of 5 Sales Within the Calendar Month	New Sales Agent must Make a Minimum of 5 Sales Within the Calendar Month	

### Key Points To Note

- The New Sales agents are the agents in the Agent Data table.
- The 2nd Commission month is for sales done in September (Month 2)
- The 3rd Commission month is for sales done in October (Month 3)
- Achieving Month 1 payout is a prerequisite for Earning in Months 2 & 3
- Missing Month 2 Earning Does Not Invalidate Earning for Month 3.
- Missed Earnings Cannot be Recouped in Subsequent Months.
- “Month 1” refers to the Calendar Month the Sales agent hit 10+ sales
- “Month 2” refers to the next Calendar Month after the Calendar Month the Sales agent hits 10+ sales
- “Month 3” refers to the next Calendar Month after “Month 2”.
- Only Agents and Managers who have an ACTIVE status will be paid a monthly commission

## Third-party Outlets earn monthly commissions - Affiliate Sales

A **three-tier commission structure** that rewards good performance.

This is the payout structure for sales done in our partner outlet stores. This Commission system was created to reward good performance based on the sales volume made per month by agents assigned to sell in those Partner stores.

Monthly Sales Commission per Device	
1-25	600
26-36	750
37+	850

**Note:**

(a) You are to use the total monthly sales made by the agents in the Affiliate stores to ascertain the total commission to be paid as shown in the table above. The months to take into consideration are August, September and October.

(b) The commission will be multiplied by the sales volume to determine the total amount that would be paid out per Agent.

## Project Outcome

A summarized commission payout report that provides the Total payouts per Individual who is eligible to earn the various types of commissions.

1. A summary payout table for the Sales Agents' Designation
2. A summary payout table for the Managers
3. A summary table for the Third-party commission

**Note: Each Month's commission must be reflected**

## Dataset

This dataset is a subset of Vandes Group sales operations containing Sales data from August 2023 to October 2023

## Analysis Criteria

You are only allowed to use Microsoft Excel for this project as this is the Business Intelligence tool used by all departments in the Vandes Group to share and communicate Data and Insights.