



SKYFOOD EQUIPMENT LLC 2026

SALES PERFORMANCE & TERRITORY INTELLIGENCE (SPTI)



DANIEL RODRIGUEZ III
FEBRUARY 3, 2026
DATA ANALYSIS

PORTFOLIO PROJECT

This Executive Command Center provides a high-fidelity diagnostic of Skyfood Equipment LLC's 2026 North American sales landscape, bridging the gap between Brazilian manufacturing output and US territory performance. By integrating statistical Z-Score modeling and real-time lead efficiency metrics, the dashboard **enables leadership to distinguish between pipeline deficiencies and conversion failures**. From high-level revenue gap analysis to granular product velocity tracking for the 2026 catalog, this tool transforms raw data into actionable intelligence, ensuring inventory alignment with the Miami warehouse and providing a roadmap for strategic rep intervention.



EXECUTIVE REVENUE HEALTH & RISK ANALYSIS

product_model

WHAT IS OUR CURRENT FINANCIAL POSITION, AND WHICH TERRITORIES ARE THREATENING OUR Q1 TARGETS?

sales_rep_group

TOTAL REVENUE GAP

\$257.10K

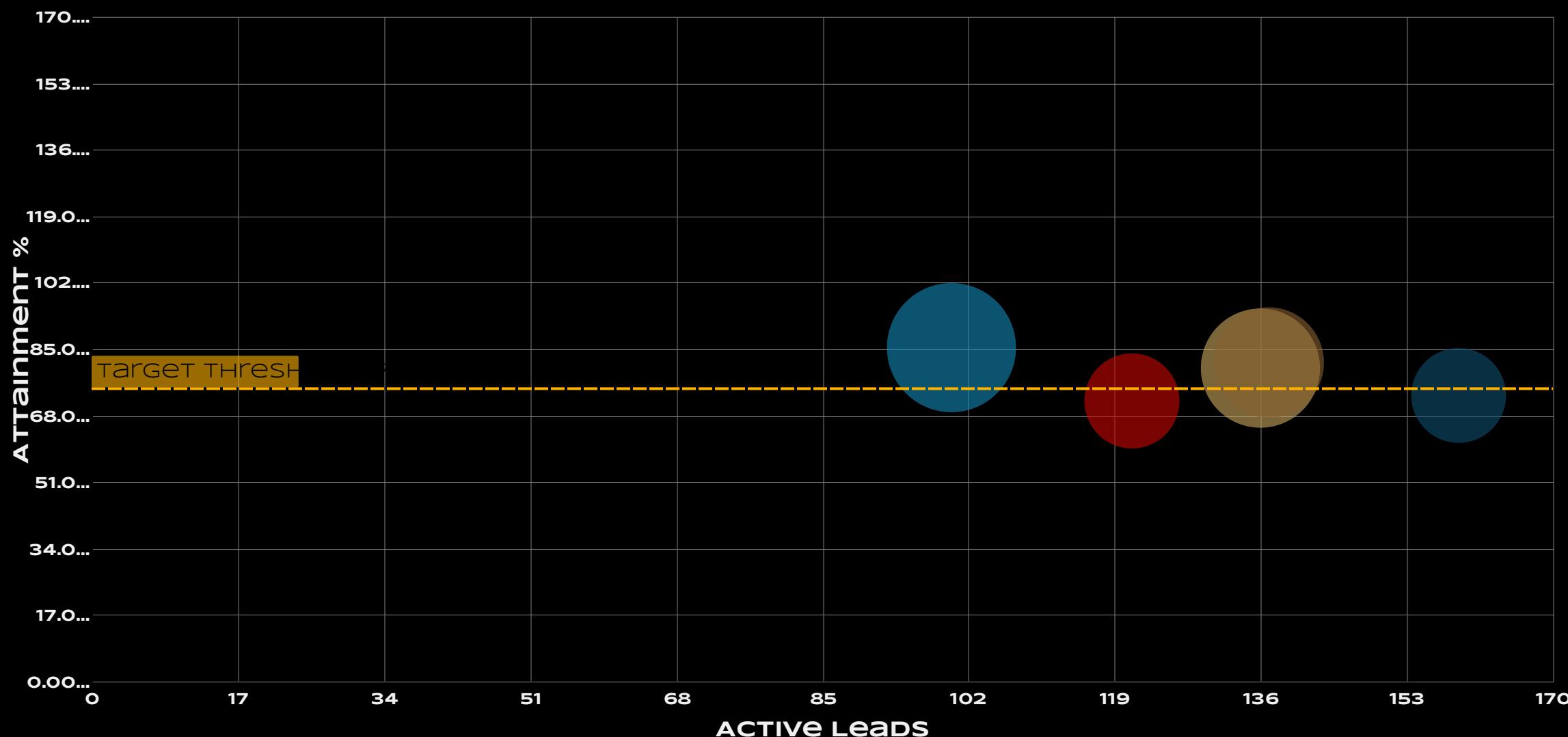
Performance Health

78.29%

The Target Threshold line (75%) reveals that **Bill McCoy Associates** and **Hybrid Marketing** are struggling with conversion despite high lead volumes. Conversely, **Diettrich Sales** suffers from a 'Low Pipeline' (11 leads), indicating that Miami management should reallocate lead-generation budget toward Diettrich's territory.

TERRITORY RISK ANALYSIS (LEADS VS. ATTAINMENT)

HYBRID MARKETING | PRIME CULINARY | DMM ENTERPRISES | BILL MCCOY ASSOCIATES | DIETTRICH SALES



PRODUCT & INVENTORY ALIGNMENT

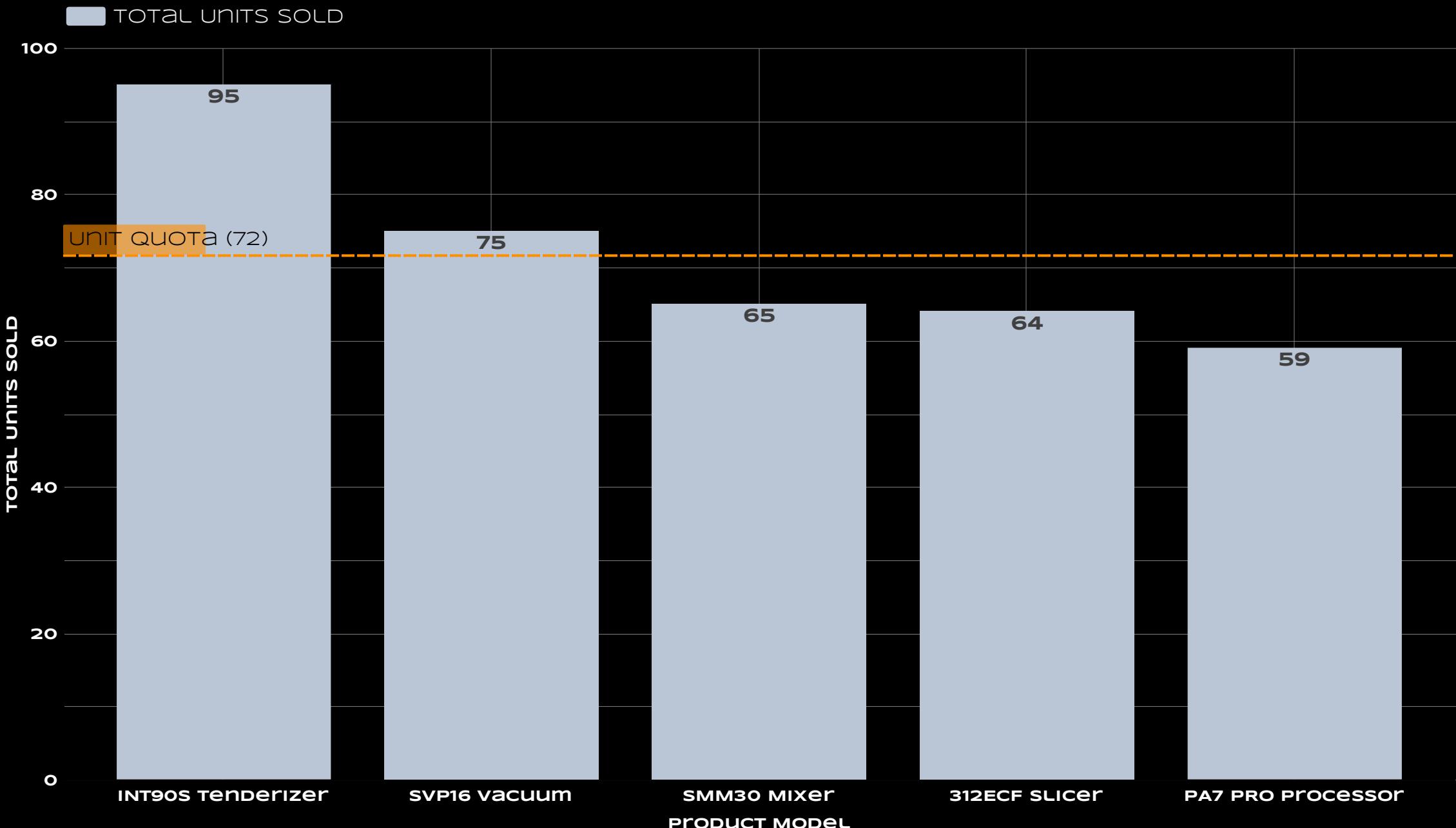
product_model

Are we moving the right products, and do we have the capacity to meet the 2026 catalog goals?

sales_rep_group

The **INT90S TENDERIZER** is the highest velocity item in the 2026 catalog, currently at 95% of unit capacity. We must prioritize inventory restock for this model immediately to avoid Q1 lost-sales, while investigating the 65% stagnation of the **SMM30 MIXER**.

PRODUCT VELOCITY VS. TARGET CAPACITY



TACTICAL INTERVENTION & ACCOUNTABILITY

product_model

EXACTLY WHO NEEDS A PHONE CALL FROM THE MIAMI OFFICE TODAY?

sales_rep_group

Bill McCoy Associates represents the highest priority for intervention, holding the largest revenue gap (\$34.1k) and the most critical statistical deviation (**Z-Score -1.46**) for the SVP16 Vacuum line. Their 'Low Conversion' status suggests that a technical deep-dive on vacuum packaging features is required to close these open deals.

CRITICAL INTERVENTION TABLE (ACTION LIST)

Sales Rep Group	Product Model	Strategic Status	Revenue Risk	Attainment %	Z-score
1. BILL MCCOY ASSOCIATES	SVP16 vacuum	ACTION: LOW CONVERSION	\$34,100	52.17%	-1.46
2. HYBRID MARKETING	SVP16 vacuum	ACTION: LOW CONVERSION	\$31,000	52.38%	-1.45
3. Prime Culinary	SMM30 MIXER	ON TRACK	\$29,400	61.11%	-0.96
4. DMM Enterprises	SVP16 vacuum	ON TRACK	\$18,600	76.00%	-0.13
5. Prime Culinary	SVP16 vacuum	ACTION: LOW CONVERSION	\$18,600	53.85%	-1.37
6. DMM Enterprises	INT90S Tenderizer	ON TRACK	\$17,100	72.73%	-0.31
7. HYBRID MARKETING	SMM30 MIXER	ON TRACK	\$16,800	66.67%	-0.65
8. DIETTRICH SALES	PA7 PRO Processor	CRITICAL: LOW PIPELINE	\$16,200	52.63%	-1.43
9. Prime Culinary	INT90S Tenderizer	ON TRACK	\$14,250	73.68%	-0.26
10. HYBRID MARKETING	312ECF SLICER	ON TRACK	\$11,600	72.41%	-0.33
11. HYBRID MARKETING	INT90S Tenderizer	ON TRACK	\$11,400	60.00%	-1.02
12. DMM Enterprises	SMM30 MIXER	ON TRACK	\$8,400	91.30%	0.73
13. DIETTRICH SALES	SMM30 MIXER	ON TRACK	\$8,400	88.24%	0.56
14. BILL MCCOY ASSOCIATES	312ECF SLICER	ON TRACK	\$5,800	66.67%	-0.65
15. DMM Enterprises	312ECF SLICER	ON TRACK	\$5,800	60.00%	-1.02
16. Prime Culinary	PA7 PRO Processor	ON TRACK	\$5,400	76.92%	-0.08
17. BILL MCCOY ASSOCIATES	SMM30 MIXER	ON TRACK	\$4,200	90.91%	0.71
18. DIETTRICH SALES	312ECF SLICER	ON TRACK	\$2,900	89.47%	0.63
19. DIETTRICH SALES	INT90S Tenderizer	ON TRACK	\$2,850	96.55%	1.02
20. BILL MCCOY ASSOCIATES	PA7 PRO Processor	ON TRACK	\$1,800	90.00%	0.65



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