

# Financial and Performative Report

1992/9-12



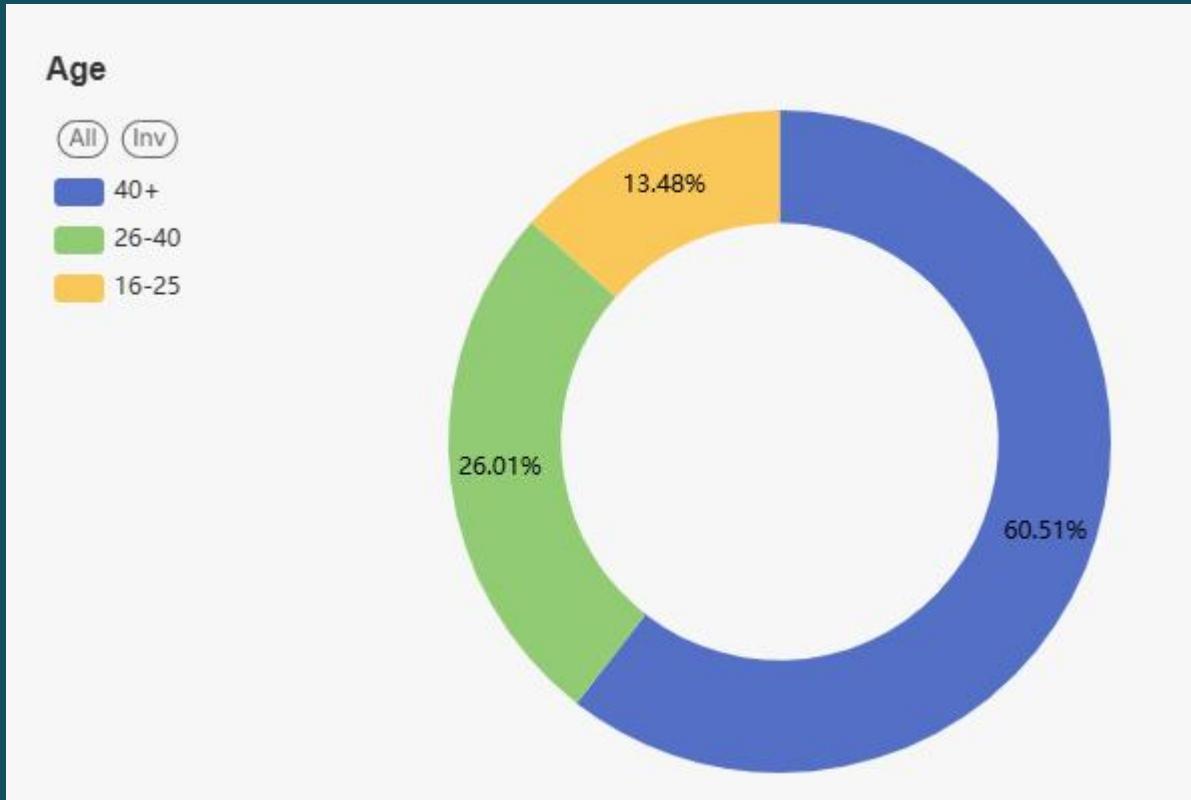
# 9-12 month total income

Income/Customers Monthly



As we introduced our new product to the market on September, our income has almost quadrupled but since then we see a stable decline in our income, despite keeping our customer amount.

# Who are our main focus group



Our main focus group are customers 40+ age category. They make over 60% of our customer base.

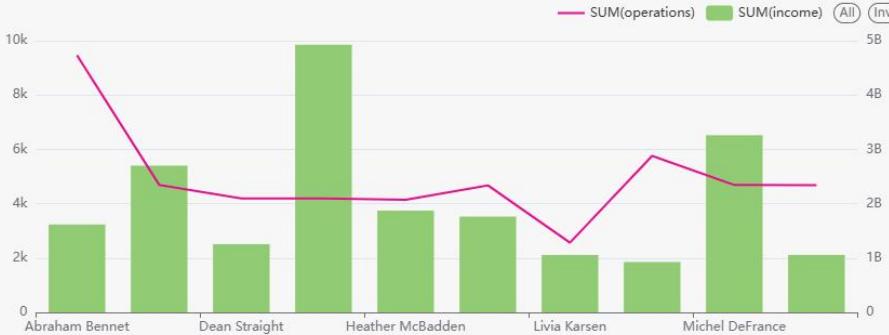
# Urgent need of performance aptitude

Daily Sales



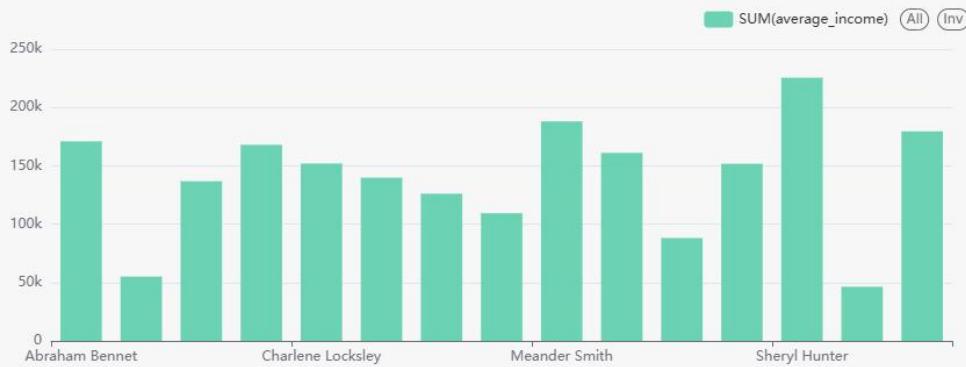
Best-to-lowest performing agents have roughly 20x difference in daily selling amount. That calls for training/shadowing, performance check and correct tool implementation. Though it is clear, that D. Stringer is overperforming, his results show u the potential every agent has and could achieve.

### Top10 Operations/Income



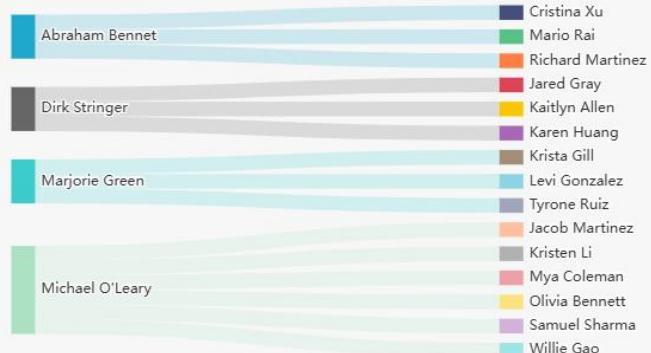
Here we can see operation amount to earned income ratio. Which shows us some imbalance, as some agents have large amount of operations with a small income. Mr. Stringer has a solid amount of operations, but he is our top seller due to the value of his operations.

### Lowest Average



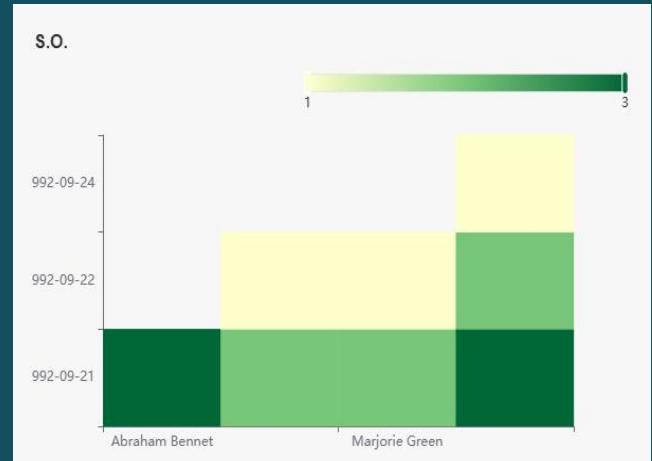
There is certain correlation between average income and overall performance. Increasing volume of each sale leads to a better total result. Bennet, though in the list of lowest average, making most operations reached 6th place in top 10 agents. But his average income is above 150k.

## S.O. Seller/Customer



Our special offer campaign went well. We have received 15 new customers, by the effort of our top-performing agents.

Daily performance on special offer. O'Leary selling special offers each day of the campaign.





For any additional details there is the link for the dashboard.  
Thank you!

[https://20928f75.us1a.app.preset.io/superset/dashboard/11/?native\\_filters\\_key=570JXioKvOBSofxf4mC3xCsupazrPyU8mJCWZtAiqjHkNQEuyUaDITM-ua3kCugR](https://20928f75.us1a.app.preset.io/superset/dashboard/11/?native_filters_key=570JXioKvOBSofxf4mC3xCsupazrPyU8mJCWZtAiqjHkNQEuyUaDITM-ua3kCugR)