

# **SALES PERFORMANCE ANALYSIS REPORT**

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PROPERTIES**

# ACTIONS

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There should be an equal distribution of leads to all the sales executives as this might also increase the rate of conversion.



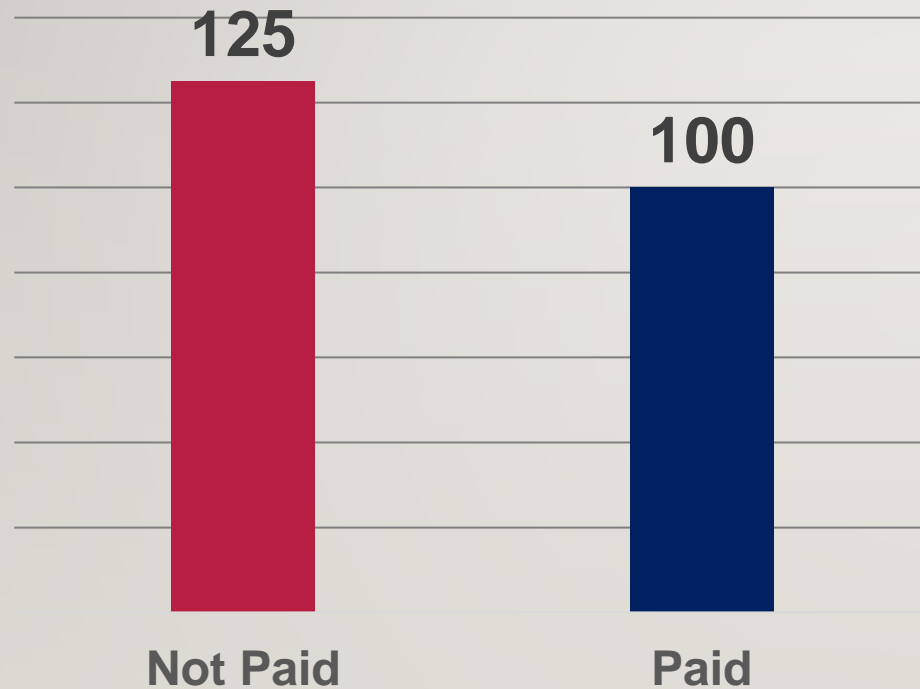
There is a strong positive correlation between residential properties and CR (0.767237) which means as we increase the number of leads interested in residential, there will likely be an associated increase in the (CR)

THIS PROJECT AIMS TO  
ANALYZE AND OPTIMIZE  
THE CONVERSION RATE  
(CR) OF LEADS INTO  
ACTUAL CUSTOMERS  
USING THE PROVIDED  
DATASET.  
UNDERSTANDING THE  
FACTORS INFLUENCING  
CR, TO ENHANCE SALES  
STRATEGIES, IMPROVE  
LEAD GENERATION  
EFFORTS, AND INCREASE  
OVERALL REVENUE.



# PURPOSE

# CONVERSION RATE



## Conversion Rate

Row Labels

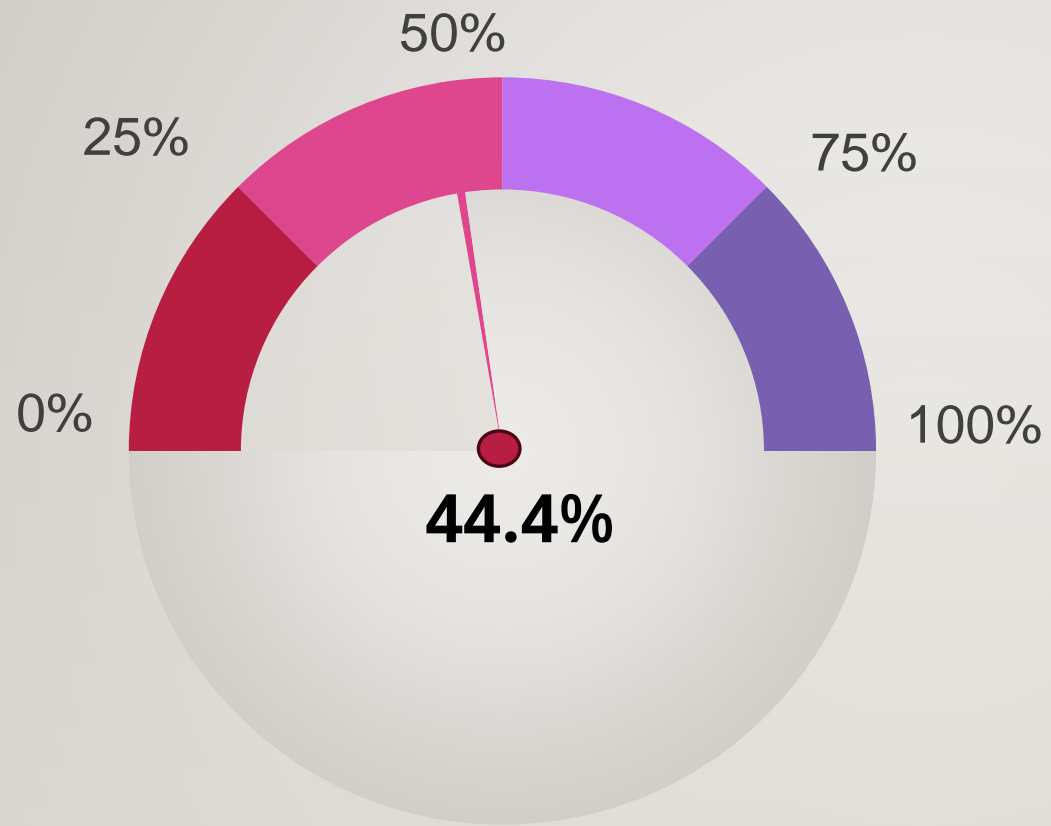
Count of Client ID

Not Paid

55.6%

Paid

44.4%

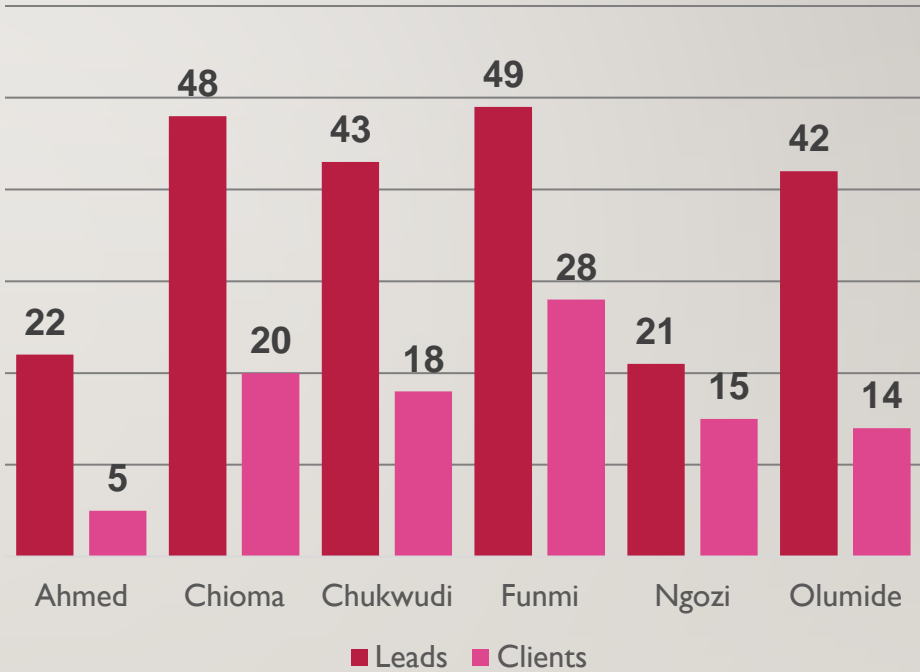


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CONVERSION RATE

# TOTAL DISTRIBUTION

Count of Client ID	Column Labels		
Row Labels	Not Paid	Paid	Grand Total
Ahmed	17	5	22
Chioma	28	20	48
Chukwudi	25	18	43
Funmi	21	28	49
Ngozi	6	15	21
Olumide	28	14	42
Grand Total	125	100	225



# TOTAL DISTRIBUTION CON'T

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A total of 225  
leads were  
distributed to the  
six sales persons.

By distribution,

Ahmed had a  
total of 22 leads  
with 5 converted,

Chioma 48 with  
20 conversion,

Chukwudi 43  
with 18  
conversion,

Funmi 49 with 28  
conversion,

Ngozi 21 with 15  
conversion,

while Olumide  
had a total of 42  
leads with 14  
conversion.



# DISTRIBUTION CON'T

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- Ngozi had the least leads apportioned to her while Funmi had the highest number of leads apportioned to her.
- Ahmed had the least number (5) of leads that converted to actual customers, while Funmi had the highest number of leads that converted to actual customers



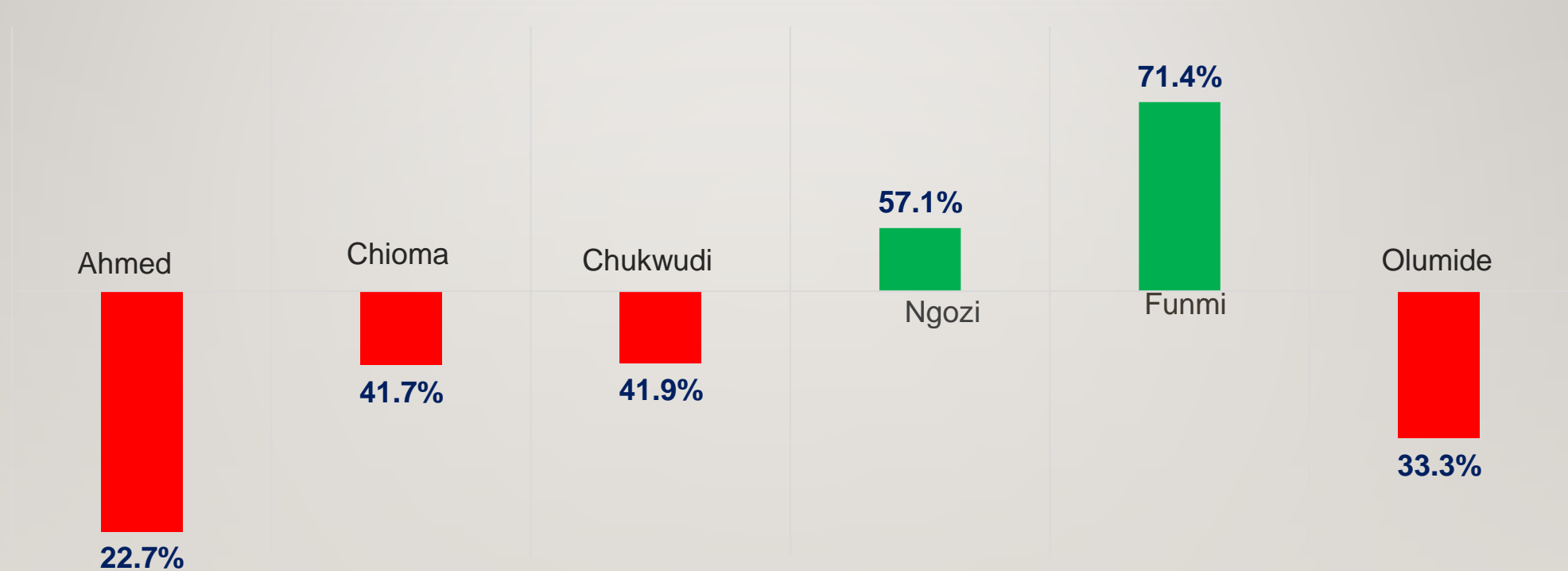
## OVERALL CONVERSION RATE BY DISTRIBUTION

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Executives	CR	Benchmark. 50%
Ahmed	22.7%	-27.3%
Chioma	41.7%	-8.3%
Chukwudi	41.9%	-8.1%
Funmi	57.1%	7.1%
Ngozi	71.4%	21.4%
Olumide	33.3%	-16.7%

# THE BENCHMARK

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# EXECUTIVE PERFORMANCE

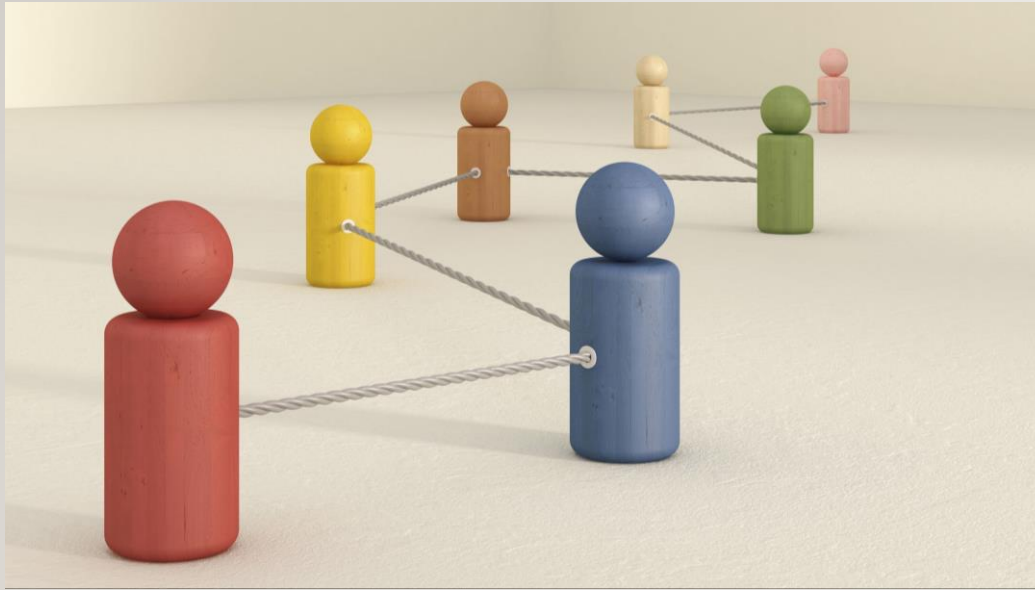
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- In terms of executive performance, only Ngozi and Funmi performed above the benchmark (50%), all other sales executives fall below the benchmark. It has been observed that Ngozi and Funmi had high male conversion rate 71.4% and 53.1% respectively, compare to other sales executives and this could be an influencing factor.

# AREAS FOR IMPROVEMENT

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- **Areas for Improvement**
- *Set Clear Goals:* Define specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- *Enhance Communication Skills:* Training on effective communication and active listening techniques.
- *Market Analysis:* Stay updated with industry trends and competitor strategies.
- *Customer-Centered Approach:* Focus on understanding and addressing customer needs and pain points.

# GENDER DISTRIBUTION

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## Total Distribution

Row Labels	Count of Client ID
Female	124
Male	101
<b>Grand Total</b>	<b>225</b>

# CONVERSION RATE

Distribution

	Not Paid	Paid	Total
Female	97	27	124
Male	28	73	101

Conversion Rate

Row Labels	Not Paid	Paid
Female	78.2%	21.8%
Male	27.7%	72.3%



## CONVERSION RATE BY GENDER

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- Out of the 124 female leads only 27 were converted to actual customers with a conversion rate of (21.8%)
- Male with 101 leads, 73 converted to actual customers with a conversion rate of 72.3%.
- This means that as number of males leads increases there will likely be a relative increase in the conversion rate.



Row Labels	Female	Male
Ahmed	100.0%	0.0%
Chioma	56.3%	43.8%
Chukwudi	48.8%	51.2%
Funmi	46.9%	53.1%
Ngozi	28.6%	71.4%
Olumide	59.5%	40.5%
Grand Total	55.1%	44.9%

## GENDER DISTRIBUTION

Executives	Female	Male	Grand Total
Ahmed	22		22
Chioma	27	21	48
Chukwudi	21	22	43
Funmi	23	26	49
Ngozi	6	15	21
Olumide	25	17	42
Grand Total	124	101	225

	CORRELATION		
	Female	Male	Paid
Female	1		
Male	-1	1	
Paid	-0.88994	0.88994	1

Female	Male	Paid
100.0%	0.0%	22.7%
56.3%	43.8%	41.7%
48.8%	51.2%	41.9%
46.9%	53.1%	57.1%
28.6%	71.4%	71.4%
59.5%	40.5%	33.3%

- ❖ There is a strong positive correlation between male and payment (0.889942) which means as we increase the number of male leads, there will likely be associated increase in the number of payment (CR)
- ❖ There is a strong negative correlation between female and CR (-0.88994), which means that as the female leads increases, there will likely be an associated decrease in the number of payment (CR).

# DISTRIBUTION BY PRODUCT

Executives	Commercial	Industrial	Residential
Ahmed	54.5%	40.9%	4.5%
Chioma	50.0%	12.5%	37.5%
Chukwudi	34.9%	4.7%	60.5%
Funmi	38.8%	8.2%	53.1%
Ngozi	42.9%	0.0%	57.1%
Olumide	59.5%	2.4%	38.1%
Grand Total	46.2%	9.8%	44.0%

## CORRELATION

	Commercial	Industrial	Residential	Paid
Commercial	1			
Industrial	0.373551	1		
Residential	-0.73478	-0.90368	1	
Paid	-0.60121	-0.66969	0.767237	1

# INSPECTION DISTRIBUTION

Count of Client ID	Column Labels		
Row Labels	No	Yes	Grand Total
Ahmed	9	13	22
Chioma	17	31	48
Chukwudi	12	31	43
Funmi	6	43	49
Ngozi	1	20	21
Olumide	9	33	42
Grand Total	54	171	225

# INSPECTION

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Sales Distribution by Inspection			
Count of Client ID	Column Labels		
Row Labels	Not Paid	Paid	Grand Total
No	48	6	54
Yes	77	94	171



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## INSPECTION CONVERSION

EXECUTIVE	No	Yes	Paid
Ahmed	40.9%	59.1%	22.7%
Chioma	35.4%	64.6%	41.7%
Chukwudi	27.9%	72.1%	41.9%
Funmi	12.2%	87.8%	57.1%
Ngozi	4.8%	95.2%	71.4%
Olumide	21.4%	78.6%	33.3%

# CORRELATION

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- There is a strong positive correlation between leads that went for inspection and the CR (0.880587) which means as the number of inspection leads increases, there will likely be an associated increase in the number of payment (CR)
- There is a strong negative correlation between leads that did not go for inspection and CR (-0.88059), which means as the number of leads who are not interested in going for inspection increases, there will likely be an associated decrease in the number of payment (CR).

	No	Yes	Paid
No	1		
Yes	-1	1	
Paid	-0.88059	0.880587	1



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# FACTORS



*Leads:* The top 3 most performing sales persons had a conversion rate of 47.1% (66), which means that the number of leads apportioned to sales person might also be a factor influencing the conversion rate.



*Gender:* Sales persons with more males clients had an increasing number of conversion rate. Ahmed who had the least conversion rate had just one 1 client who is interested in the residential properties.



*Product:* Sales persons that has more clients who are interested in residential properties tends to do exceptional well.



*Inspection:* Executives who had more leads that were interested in going for inspection also had a relatively high conversion rate. Ahmed who had just 13 leads (59.1%) is the lowest conversion rate.

# ACTIONABLE INSIGHTS

- **Actionable Insights**
- There should be an equal distribution of leads to all the sales executives as this might also increase the rate of conversion.
- Sales executives who had more male in their team had a very high conversion rate compare to those with more female leads in their team. Ahmed had no males lead and this might be a factor that influence to conversion rate.
- There is a strong positive correlation between residential properties and CR (0.767237) which means as we increase the number of leads interested in residential, there will likely be an associated increase in the (CR)

# PRODUCT

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## Total Distribtuion by Products

Row Labels

Count of Client ID

Commercial

104

Industrial

22

Residential

99

Grand Total

225

# PRODUCT CON'T

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In terms of product type, commercial had a conversion of 36 (34.6%), industrial had no lead (0%) that is tuned into actual customer, while residential had 64 (64.6%)



Residential had the highest conversion rate while industrial had the lowest conversion rate.

# ACTION PLAN:

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- **Action Plan:**
- Reevaluate the pricing strategy, potentially lowering the price or offering a discount.
- Enhance the product based on customer feedback, perhaps through better sound quality or additional features.



# ACTION PLAN:

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- Customer Feedback: Collect qualitative data through surveys, reviews, and feedback forms to understand customer perceptions and pain points.
- Competitor Analysis: Compare similar products offered by competitors to identify potential reasons for low conversion rates, such as pricing, features, or marketing strategies.

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## LOCATION

Row Labels	No	Yes	Grand Total
Lagos	31	101	132
PH	23	70	93



# CONVERSION RATE

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Conversion Rate		
Row Labels	Not Paid	Paid
Lagos	49.2%	50.8%
PH	64.5%	35.5%

# LOCATION

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- Lagos state had the highest conversion rate of (50.8%) with 67 actual customers



PH had 35.5% CR with 33 actual customers.

- Lagos had the highest number of clients who went for inspection than those of PH. This might be the reason for the increase in the conversion rate



# RECOMMENDATIONS

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## Analyze Results

Analyze Results: Review the performance data weekly to identify what's working and what's not. Pay attention to trends and feedback from customer interactions.



## Gather feedback

Gather Feedback: Collect feedback from customers through surveys and reviews to gain insights into their experience and pain points.



## Team collaboration

Team Collaboration: Ensure marketing, sales, and customer support teams are aligned and working together to achieve conversion goals. Hold regular meetings to discuss progress, share insights, and plan next steps.

# CONCLUSION

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- This project aims to provide actionable insights into the factors affecting conversion rates, enabling the company to refine its lead generation and sales strategies. By understanding these dynamics, we can enhance overall sales performance and achieve higher customer conversion rates





# THANK YOU

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Q&A