Analyzing Salesperson Behavior and Performance

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OVERVIEW

- This presentation provides a detailed analysis of salesperson performance using data from the Adventure Works database. It examines various aspects such as the distribution of salespeople based on their activity levels, the top-performing salespeople by order volume and revenue, and the performance across different product categories. Additionally, the presentation explores sales performance across different territories and evaluates the correlation between the number of salespeople and total sales. The analysis concludes with recommendations aimed at improving overall salesperson performance and addressing regional sales challenges.

SalesPerson Count & Categoraztion

The AdventureWorks database Includes a total of 17 SalesPerson

SalesPerson are Categorized based on Their Performance:

Active Salespersons: 13 (More than 100 orders)

Average Salespersons: 1 (Between 50 to 100 orders)

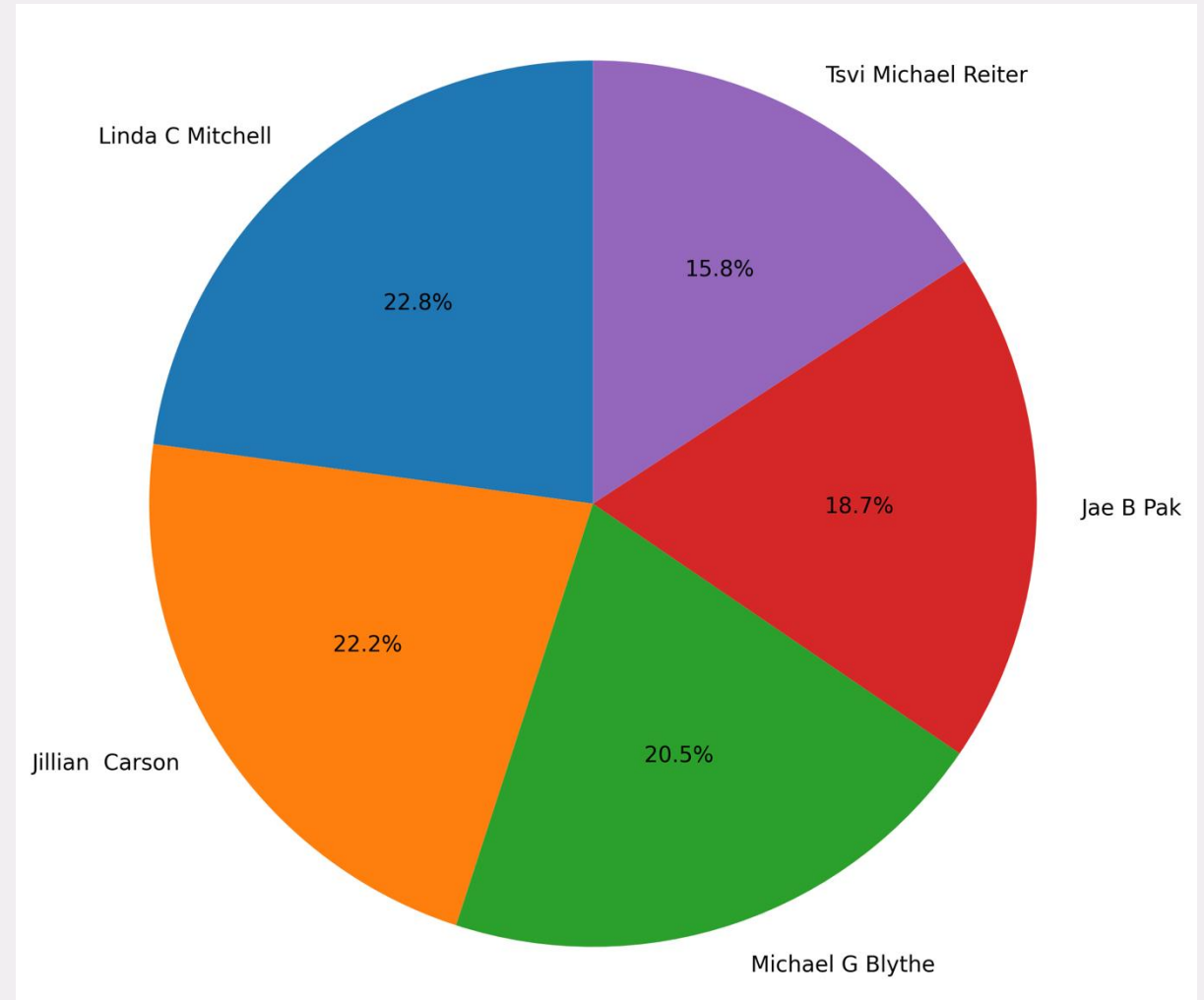Inactive Salespersons: 3 (Less than 50 orders)

Top Performer by Orders

Top Salesperson by Orders: Jillian Carson

Number of Orders: 473

Top 5 Salespersons by Revenue

Highest Revenue Achiever

Top Salesperson by Revenue: Linda C Mitchell

Total Revenue: $11.7M

Order Value Analysis

Jillian Carson handles a **higher volume of smaller-value orders** compared to **Linda Mitchell**.

Linda Mitchell achieves the most revenue, indicating **larger order values**.

Top Salesperson by Product Category

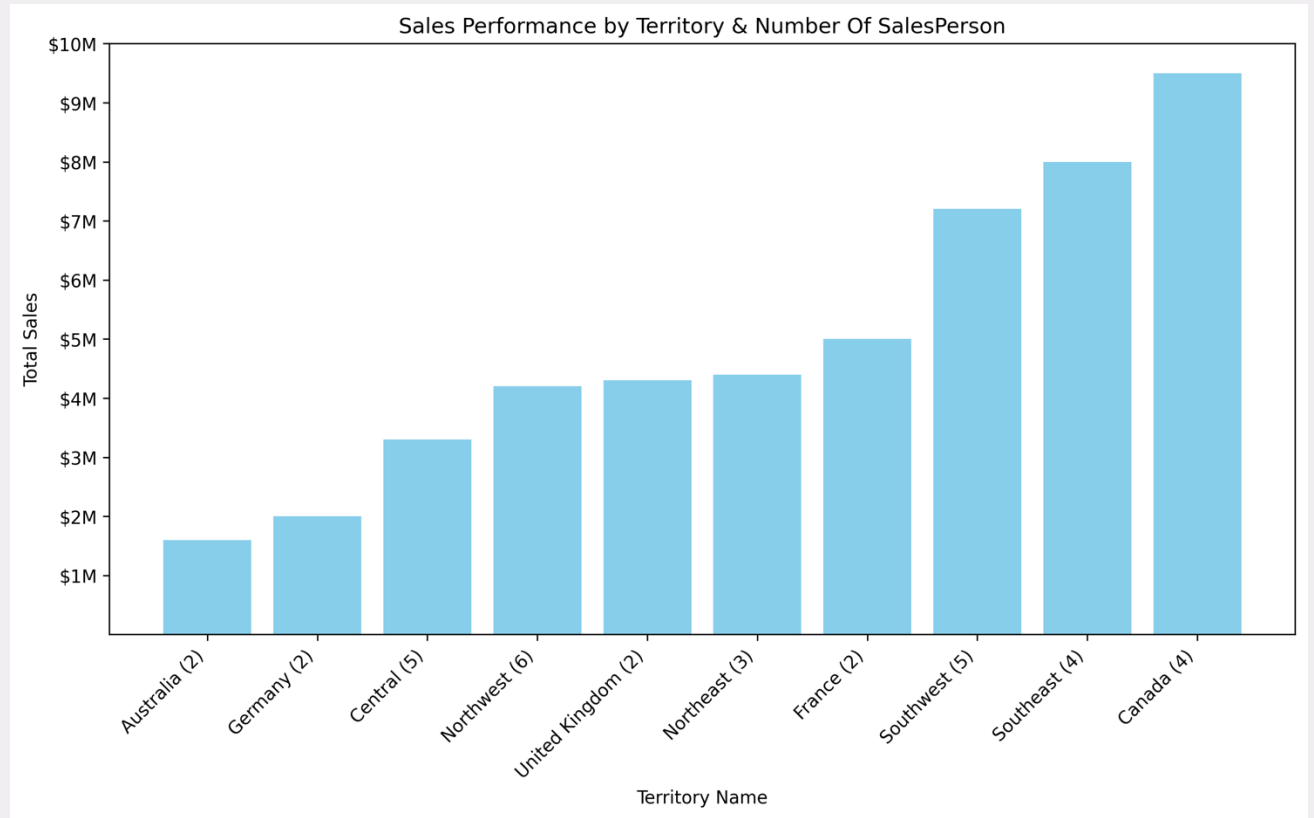**Bikes**: Linda Mitchell ($8.6M)

Components: Jae Pak ($1.5M)

Clothing: Jae Pak ($246K)

Accessories: Jillian Carson ($73.6K)

Sales Performance by Territory:

Sales Performance by Territory & Number Of SalesPerson

Territory Analysis

Number of Salespersons in Each Territory:

- ➤ **Australia**: 2 Salespersons
- ➤ **France**: 2 Salespersons
- ➤ **Northwest**: 6 Salespersons

- **Insight**: There's no direct correlation between the number of salespersons and total sales. **France** has fewer salespersons but higher total sales than **Northwest**. Also, it has the same salespersons as **Australia** but higher total sales too

Identifying the Lowest Performers

Lowest 2 Salespersons:

- ➢ **Syed Abbas** (Australia)
- ➢ **Amy Alberts** (Germany)

- **Insight**: **Syed Abbas** and **Amy Alberts** show poor performance, contributing to low sales in **Australia** and **German**

Conclusion

The analysis reveals several key insights into salesperson performance and territory dynamics. The distinction between active, average, and inactive salespeople highlights the need for targeted support and development. Top performers, such as Linda C. Mitchell and Jillian Carson, drive significant revenue through varied strategies, with Linda excelling in high-value categories and Jillian in high-volume orders. Regionally, territories with fewer salespeople, such as Australia and Germany, are underperforming compared to others. These findings can inform focused training programs, best practice sharing, and tailored marketing strategies to boost overall sales performance and address regional disparities.

Recommendations

Training: Implement targeted training programs to support and develop the skills of low-performing salespeople, ensuring they have the tools and knowledge to improve their performance.

Best Practices: Share and promote the successful strategies and techniques employed by top performers. This can help elevate the performance of the entire sales team by leveraging proven methods.

Motivation: Enhance motivation among sales staff through a structured incentive and recognition program. This can include rewards for top performers and recognition for improvements to drive higher engagement and productivity.

Market Research: Conduct thorough research to understand the specific challenges faced by salespeople in low-performing territories. This insight can guide tailored support and strategy adjustments.

Thank You