A blurred background image of a business meeting. Several people in professional attire (suits, blouses) are gathered around a table. One person is holding a tablet, and another is holding a smartphone. There are white coffee cups on the table. The scene is brightly lit, likely from a window in the background.

# Analyzing Salesperson Behavior and Performance

Amr Khaled



# 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

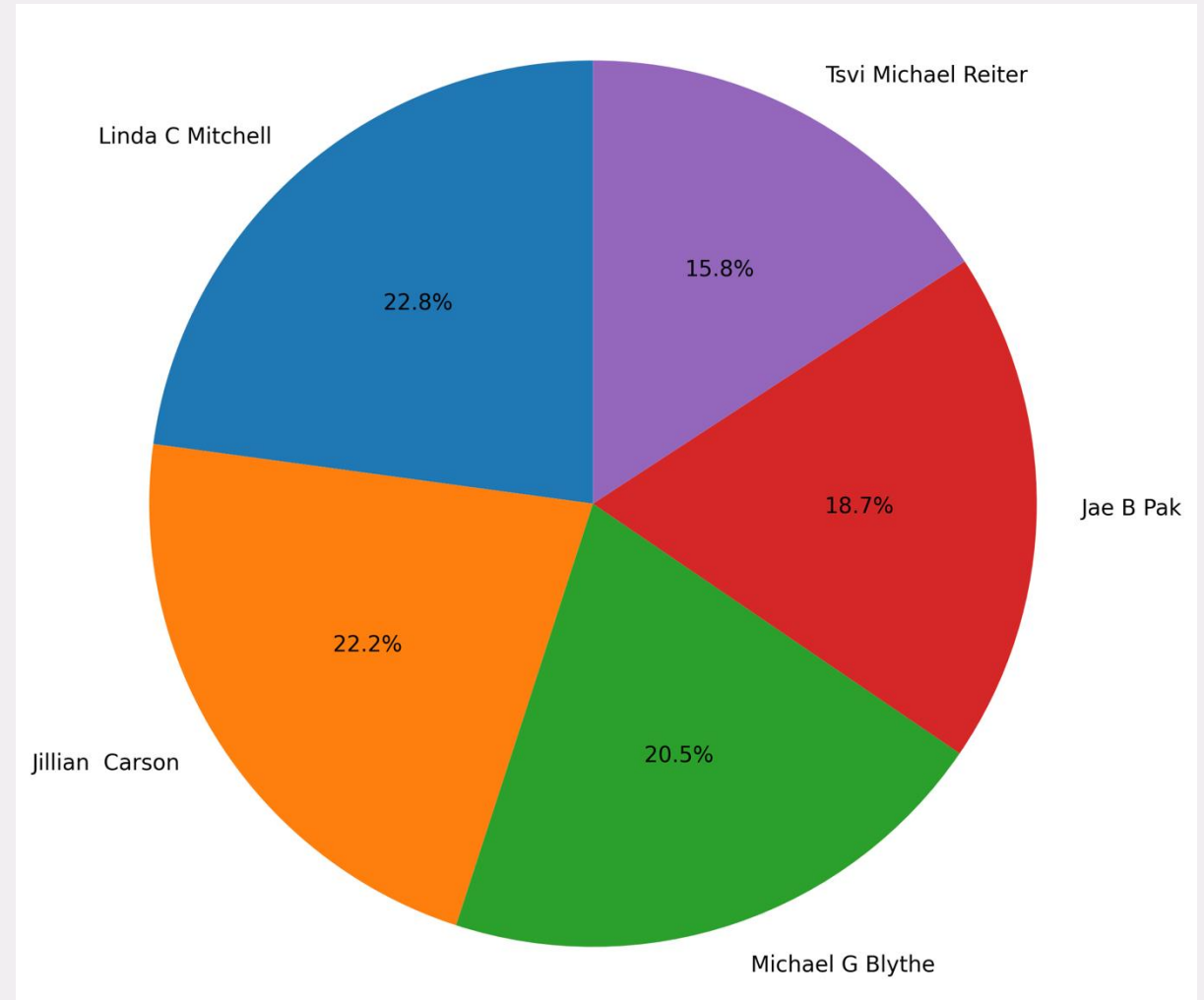


**Top Salesperson by  
Orders:** Jillian  
Carson



**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:**

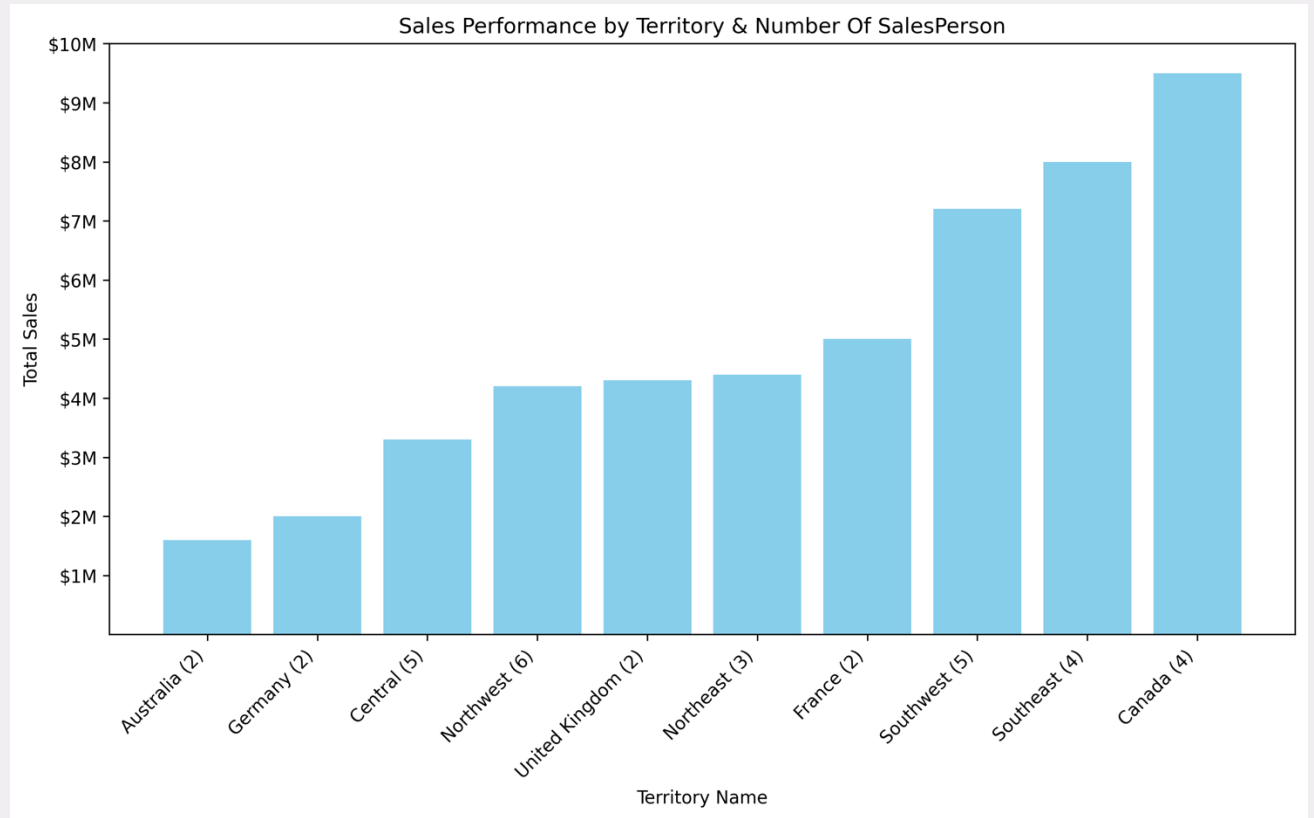
Jae Pak  
(\$246K)

## **Accessories:**

Jillian Carson  
(\$73.6K)



# Sales Performance by Territory:



# 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.

The image features a minimalist design with thin gold lines forming a grid and two large, symmetrical arcs at the top and bottom. The text "Thank You" is centered in a gold serif font.

Thank You