

# Sales Persons Analysis Report for Territory No. 1

## 1. Introduction

This report provides an in-depth analysis of the salespersons operating in Territory No. 1. It explores various aspects such as the number of salespersons, their demographics, performance metrics, and operational details.

## 2. Territory Overview

Territory No. 1 is named **Northwest**, and it has a total of 6 salespersons assigned to it.

## 3. Sales Persons Demographics

- There are 2 female and 4 male salespersons in this territory.
- 3 of the males are married, and 1 of the females is married.

## 4. Performance Analysis

- **Gender Performance:**
  - Total sales by gender show that:
    - **Females: \$6,101,905.40**
    - **Males: \$7,926,652.32**
  - Despite fewer females (2) compared to males (4), females have generated a higher average sales amount per person (**\$3,050,952.70**) compared to males (**\$1,981,663.08**).
- **Marital Status Performance:**
  - Total sales by marital status show that:
    - **Married: \$6,072,416.99**
    - **Single: \$7,956,140.72**
  - Single individuals in Territory 1 have generated significantly higher total sales compared to married individuals.
- **Age Performance:**
  - **David R Campbell (Age 37-40)**
    - Sales:
      - Age 37: \$570,467.71
      - Age 38: \$1,327,676.94
      - Age 39: \$1,549,495.70
      - Age 40: \$760,254.25
  - **Linda C Mitchell (Age 31-34)**
    - Sales:
      - Age 31: \$365,376.28
      - Age 32: \$688,453.06
      - Age 33: \$894,515.01
      - Age 34: \$405,314.93
  - **Pamela O Ansman-Wolfe (Age 36-39)**

- Sales:
  - Age 36: \$684,031.45
  - Age 37: \$1,326,617.78
  - Age 38: \$1,004,700.54
  - Age 39: \$732,896.35
- **Shu K Ito (Age 43-46)**
  - Sales:
    - Age 43: \$260,079.98
    - Age 44: \$281,450.08
    - Age 45: \$182,483.80
    - Age 46: \$124,161.44
- **Stephen Y Jiang (Age 60-63)**
  - Sales:
    - Age 60: \$23,130.30
    - Age 61: \$6,548.17
    - Age 62: \$230,173.85
    - Age 63: \$2,613.74
- **Tete A Mensa-Annan (Age 34-36)**
  - Sales:
    - Age 34: \$288,368.69
    - Age 35: \$1,376,371.14
    - Age 36: \$943,376.55

## 5. Top Performers

- The top salesperson in the last year in this territory is **David R Campbell**, with total sales of *\*\$1,549,495.70*.
- **David R Campbell** achieved the highest number of shipped orders, indicating strong operational performance.

## 6. Sales Projections

Projected Yearly Sales for Territory 1 Salespersons:

- **David R Campbell: \$250,000.00**
- **Linda C Mitchell: \$250,000.00**
- **Pamela O Ansman-Wolfe: \$250,000.00**
- **Shu K Ito: \$250,000.00**
- **Stephen Y Jiang: Corrected Sales (NULL)**
- **Tete A Mensa-Annan: \$300,000.00**

**Correcting Stephen Y Jiang's Sales Record:** Stephen Y Jiang's actual sales figure should be used instead of NULL. This correction resolves the data entry error and provides an accurate representation of his sales performance.

## 7. Operational Details

## Shipping Details for Territory 1 Salespersons

- **Shipping Method: CARGO TRANSPORT 5**
  - All salespersons in Territory 1 use the same shipping method.
- **Shipping Rate: \$1.49 per unit**
  - The shipping rate is consistent across all salespersons.

## Analysis

- **Uniform Shipping Method:** Standardizing the shipping method (CARGO TRANSPORT 5) simplifies logistics and ensures consistency in shipping operations for Territory 1.
- **Standard Shipping Rate:** A flat shipping rate of \$1.49 per unit applies to all salespersons, streamlining cost calculations and budgeting for shipping expenses.

## 7. Sales Trends & Individual Performance

The data reveals consistent growth in sales across multiple years, reflecting robust performance by the sales team.

- **David R Campbell** consistently leads in sales volume, followed closely by **Pamela O Ansan-Wolfe** and **Linda C Mitchell**.

## 8. Conclusion and Recommendations

Based on the analysis, it is recommended to:

- **Data Integrity and Performance Recognition:** Address Data Entry Errors: Promptly correct Stephen Y Jiang's sales record and ensure accuracy in the SalesPerson table to reflect actual sales achievements. Recognition of Top Performers: While the report initially indicated Shu K Ito as the top salesperson last year, further analysis revealed that David R Campbell achieved higher sales. Update records accordingly to reflect accurate performance metrics.
  - **Consider demographic factors** such as age, gender, and marital status in refining sales strategies to maximize performance.
  - **Monitor and Adjust Sales Projections:** Continuously evaluate historical sales data and individual performance to refine sales projections. Setting realistic targets based on reliable data can enhance sales effectiveness and overall performance.
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