Sales & Commission Performance Dashboard for Commission Analysts

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⬜ Objective:

This Power BI dashboard tracks sales performance, quota attainment, and commission payouts across different sales reps, products, and regions. It is designed to help leadership and operations teams **evaluate rep effectiveness, identify incentive opportunities, and support compensation planning.**

📊 What the Dashboard Shows

⬜ Key Metrics:

- **Total Sales**: Tracks cumulative deal value over time.

- **Total Commission Paid**: Shows how much has been paid out in commissions.

- **Quota Attainment %**: Measures each rep's progress toward their sales goals.

- **Average Commission Rate**: Evaluates the effectiveness and cost of the current commission structure.

☑ Visual Analysis Includes:

- **Commission by Sales Rep**: Identifies top and underperforming reps.

- **Monthly Commission Trend**: Detects seasonality and momentum over the year.

- **Matrix of Rep vs. Month**: Drills into individual monthly progress and payouts.

- **Slicers by Region, Product, Date**: Enables segmented views for more granular insights.

⬜ Insights & Recommendations

📉 1. Underperformance in Quota Attainment

- Some reps consistently achieve **less than 70% of their quota**.

- Consider **coaching**, **redistribution of territories**, or **review of quota fairness**.

🥉 2. Low Average Commission Rate in Certain Products

- If reps are earning lower commissions from certain products, it may discourage pushing those products.
- Consider **raising commission rates** for high-margin but low-sales-volume products.

🎯 3. Uneven Monthly Performance

- Sales and commissions may peak in certain months (e.g., Q4).
- Consider running **quarterly bonuses** or **monthly SPIFs** to balance revenue throughout the year.

📊 4. Commission Cost vs. Revenue Alignment

- Some reps may be earning high commissions while underperforming in revenue.
- Set a **floor quota** before commission kicks in (e.g., 60% attainment) to control costs.

🛠 Business Practices to Implement

1. **Quota Review & Adjustment:**

   - Use historical sales and regional trends to set fair, attainable quotas.

2. **Commission Plan Optimization:**

   - Simulate new rates using the What-If panel and forecast impact on budget.

3. **Performance-Based Tiering:**

   - Reward top performers with **accelerators** or **bonus thresholds**.

4. **Regional/Product Strategy:**

   - Identify regions or products with strong ROI and direct focus/investment accordingly.

5. **Rep Coaching Plans:**

   - Use dashboard data to tailor rep-specific coaching sessions or training.

⬜ Conclusion:

This dashboard gives leadership real-time, data-driven visibility into the performance of the sales organization. It empowers Commission Analysts and Revenue Ops teams to make **informed compensation decisions**, **forecast payouts**, and **motivate reps** based on transparent performance metrics.
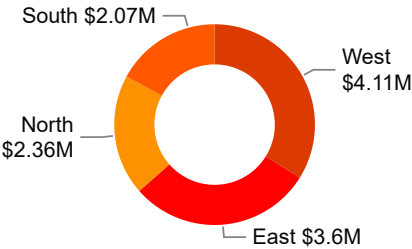
![enovis™]

$12.14M
Total Sales

$1.03M
Total Commission

82.6
Quota Attainment %

7.73%
Average Commission Rate

Total Sales by Region

South $2.07M
West $4.11M
North $2.36M
East $3.6M

- ☐ Consulting
- ☐ Hardware
- ☐ Software
- ☐ Support

- ☐ East
- ☐ North
- ☐ South

Total Commission by Rep ID

$100K
$50K
$0K

Rep_4 Rep_6 Rep_8 Rep_1 Rep_7 Rep_2 Rep_3 Rep_9 Rep_10 Rep_5
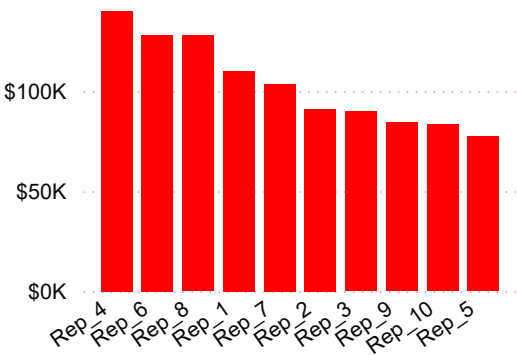
Total Commission by Month Number and Month

$150K
$100K
$50K

January 1	February 2	March 3	April 4	May 5	June 6	July 7	August 8	September 9	October 10	November 11	December 12
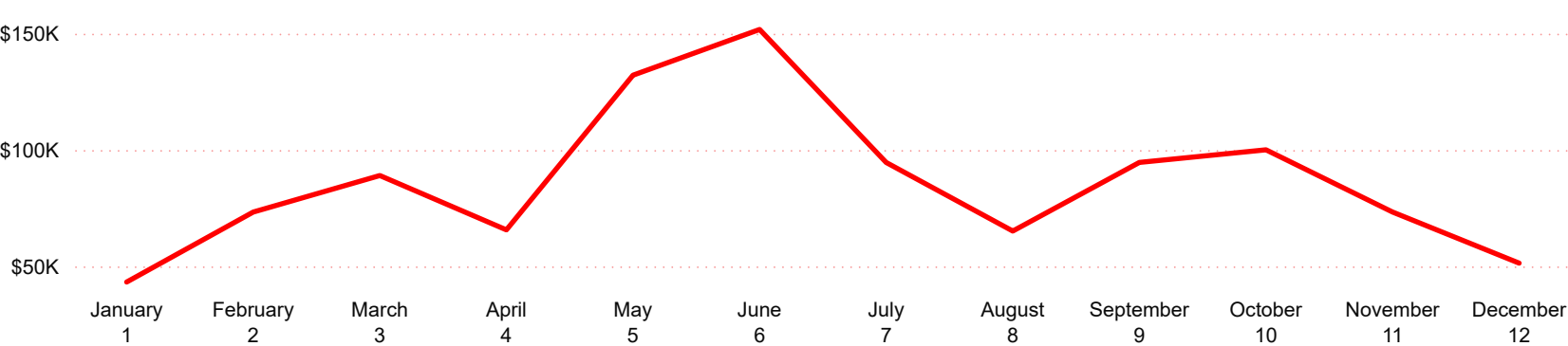
Table title

Year	2024			Total		
Rep ID ▼	Total Sales	Quota Attainment %	Above Quota Flag	Total Sales	Quota Attainment %	Above Quota Fla
Rep_9	$1,027,774.66	5.3	✅ Met	$1,027,774.66	5.3	✅ Met
Rep_8	$1,455,878.87	7.5	✅ Met	$1,455,878.87	7.5	✅ Met
Rep_7	$1,193,334.12	9.9	✅ Met	$1,193,334.12	9.9	✅ Met
Total	**$12,142,551.64**	**82.6**	✅ **Met**	**$12,142,551.64**	**82.6**	✅ **Met**

Total Sales by Product

Consulting	
Support	
Software	
Hardware	

$0M $1M $2M $3M