Company X uses field agents to capture and collect information about our farmers, ranging from KYC data to the polygon/outlines of a farmers field. We track the number of tasks an agent does each day and are now trying to design incentives for the field agents team. We’ve attached an excel file that contains information on the performance of each of our agents over 83 days.

Using the tool(s) of your choice, answer the following questions in a written report. Feel free to include any graph(s) or visualizations that you’d like to. Please attach any code/Excel that you have written as well!

Question 1: What are the mean, median, maximum, and minimum number of tasks completed for each agent. What is the standard deviation of their number of tasks completed? Please also calculate the same statistics (mean, median, max, and minimum) for the combined all of the agents together. What can you learn from this?

Most Agents had an average of 1 task followed by 8 tasks. Very few agents had an average of 6 tasks. Metrics available in the Notebook Attached

Question 2: Not all agents are the same, some are driven by decidedly different factors and there are several different “personas” of agents. From the data, what can you say about the different types of agents?

Low tier agents that were at the lowest quarter, below 25th Percentile, were 299. Tier 3 agents those that were between the 25th percentile and the 50th percentile were 264. Tier 2 agents, above 50th percentile and below 75th percentile was 296. Tier one agents, those above the 75th percentile was 297

Question 3: We would like to design a compensation structure for the agents that specifically targets agents who are close to the best agents, but are not quite the best yet. Really, we’re trying to motivate them to step up at the edge of where we see big performance transitions. We’d like the total average compensation for a task to be at most 300KSH across all agents. We’d like every task to have a minimum payment of at least 175KSH so agents always feel like they can cover transport costs.

Please design an incentive structure for agents in the form of a per task rate and a weekly performance bonus based on the tasks completed in that week. You can create a single flat bonus, multiple tiers of incentives, or anything that you think would help incentivize agents. Your solution will be judged based on how well it met the financial criteria, your rationale for which agents to target with incentives, and the ease of which the incentives can be explained to agents.

The Average tasks per week is 25 Tasks. This would mean any agents with at least 25 tasks per week should qualify for a bonus. The highest tasks per week was 110 Tasks

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| **Tasks** | **Payout per task (Ksh)** |
| 0-25 | 0 |
| 25-55 | 175 |
| 56-85 | 200 |
| 86-115 | 250 |
| Over 116 | 300 |