This report was created for the head sales executive of BIA Inc, in regard to which sales staﬀ member was considered the best performer based on the data provided. As no speciﬁc metric was given for the task of determining the best performer an analysis was performed, in order perform this task the data was cleaned, reviewed and queried using SQL scripts and a supplementary Python script which assisted in preparing the data provided by the ﬁrm for analysis in SQL Server Management Studio (SSMS).

The ﬁndings of our analysis resulted in ranking high achieving staﬀ members by a number of key metrics selected by the group. Firstly, we ranked the top ﬁve best sales oﬃcers by total number of sales and, from this group, identiﬁed the top staﬀ member of sales, Mr Daniel Baker. Mr Baker had made the largest number of sales in the 12 months of data that was supplied with a total of 700 in the sales count. From this data, we see placed immediately after Mr Baker, with 18 fewer sales is Ms Kaitlyn Ortiz (682), then Ms Michelle Miller (676), followed closely by Ms Stephanie Watson (664) and Mr Evan Hill (664).

The next metric was total items sold. In this relation, the best sales oﬃcer was not Mr Baker but was actually Ms Kaitlyn Ortiz who came in second in total sales. In the 12 months of data that was supplied it can be seen that in Ms Ortiz 682 total sales, she sold 4217 items with an approximately six (6.18) items per sale. This is only a 5 item diﬀerence between Ms Ortiz and the second placed sales oﬃcer, Mr Daniel Baker who scored a total of 4212 items sold with approximately six (6.02) items per sale. This is then followed by Ms Michelle Miller with a total of 4144 total sales with approximately six (6.13) items per sale.

Another metric that was considered was discounted sales ratio. It was stated in the business rules document provided by the ﬁrm that any sale with ﬁve or more row items would be eligible for a 15% discount to the total sale. We identiﬁed this as an important factor as understanding how many items were discounted can oﬀer insight into sales methods and techniques applied by the sales oﬃcer. From these results, we aggregated the data by total number of sales which were discounted. Mr Robert Wood (84.57%) discounted the greatest share of his sales of all staﬀ members, then Mr Dylan Hall (83.41%), then Ms Lauren Martin (83.31%), followed by Mr Jordan Turner (82.74%), Mr Noah Brooks (82.72%) and Mr Daniel Baker with (81.93%).

The final metric that was considered was Total Sales value per staff officer. Being a sales company it was assumed that along with the other metrics that had been examined the firm would want to know which of its sales officers was generating the highest revenue. After examining the data it was found that Ms Michelle Miller was the sales officer that was generating the highest revenue with a total of $78,572.22 over the 12 months. This is a total of $4,725.10 over the next highest revenue with Ms Kaitlyn Ortiz with a total of $73,847.10. This is then followed by Mr Daniel Baker with $72,764.89, then Mr Noah Brooks with $71,699.67 and Ms Amber Hill with $70,514.68.

After considering these key metrics and reviewing the results, we can assert that Ms Michelle Miller should be considered the most valuable sales oﬃcer at BIA Inc. Our ﬁndings showed that Ms Michelle Miller achieved the highest sales value when compared to the other sales officers by $4,725.10. Though this analysis it can be seen that yes he was beaten in total number of receipts (transactions) with a difference of 24 sales, and he was also beaten in total quantity sold by 73. In addition to this, Ms Miller sold items at a discounted rate 75.30% of the time which, when considered with the other metrics provided above, indicates he may not be the best at ‘upselling’ to the customers compared to some of the other sales officers. Ms Michelle Miller should be considered for the reward (and possible cash prize) suggested in the original document outlining the ﬁrm’s requirements. If for any reason Ms Miller should not be applicable for the discount, we would recommend Ms Kaitlyn Ortiz who achieved high numbers in all of the metrics discussed in this report.