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 given data. 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.

The best sales officer in regards to the analysis of Total number of sales was Daniel Baker. Mr Baker had made the largest number of sales in the 12 months of data that was supplied with a total of 736 total sales counts. From this data it can also be seen that after Mr Baker is Kaitlyn Ortiz with 709 total number of sales (difference of 27).

The best sales officer in regards to the analysis of Total items sold was also Daniel Baker. In the 12 months of data that was supplied it can be seen that in Mr Baker’s 736 total sales, he sold 4481 items. This is only a 67 item difference between Mr Baker and second place Kaitlyn Ortiz who had a total of 4414.

After considering theses analytics and reviewing the results it can be seen that Mr Daniel Baker may be considered the best sales officer in terms of Total sales and items sold and should be eligible for the reward that is being discussed.