

SALES AND DELIVERY ANALYSIS OF SHELBY COMPANY LIMITED



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INTRODUCTION:

An important part of the service business is not only closing deals, but also efficient delivery, planning and compliance. Each partner must also comply with the specified planned goals. Here, we would like to look at the Shelby Company Ltd., do a half-year check where all partners contributions and participation are defined, in order, to adjust the planning for the rest of the year accordingly.

Shelby Company limited provided records of previously committed revenue budget as well as a planned budget for comparison analysis.

OBJECTIVES:

This analysis was carried out in order to provide insights on the following;

- Compare the Planned and Committed Revenue of Shelby Company Limited.
- Compare Partners planned with committed revenue.
- Find reasons why the partners have performed well/poorly.
- Make recommendations that will aid leadership revenue planning for the second half of the year.

USE CASE:

This analysis will be used by Shelby company limited to determine the level of productivity and performance in the company as well as measure partners contributions, funding and dedication towards the operations of the company.

ANALYSIS APPROACH:

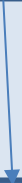
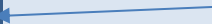
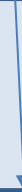
OBJECTIVE: Study the dataset in order to carry out analysis and proffer business solutions .

DATA PREPARATION: Performed data cleaning, merged both tables containing the planned versus Committed revenue and summarized the tables in Aggregation.

KEY FINDINGS: Results were presented in Charts, using Microsoft Excel to show key insights and comparisons.

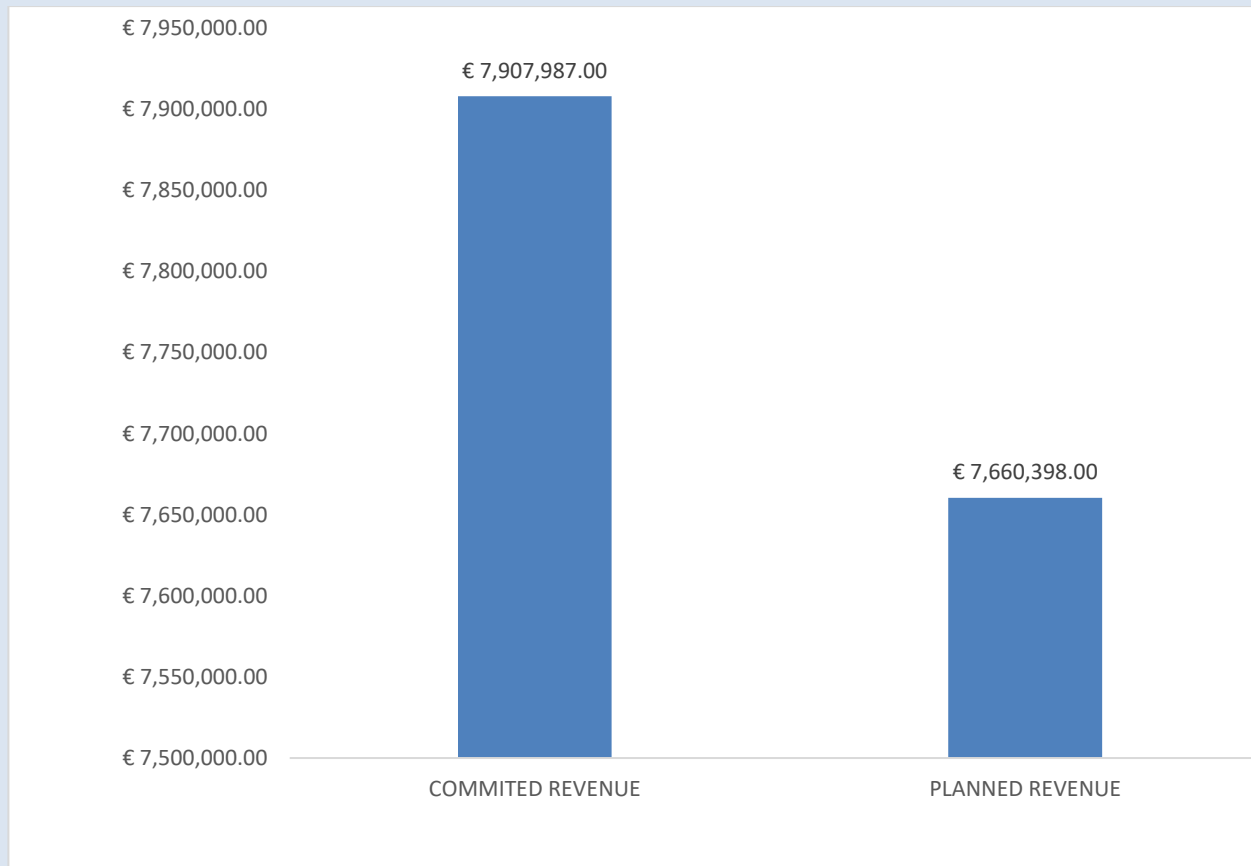
DATA ANALYSIS: Prepped the Data and used Natural Language processing Tools for Analysis.

CONCLUSIONS: Conclude on Findings.



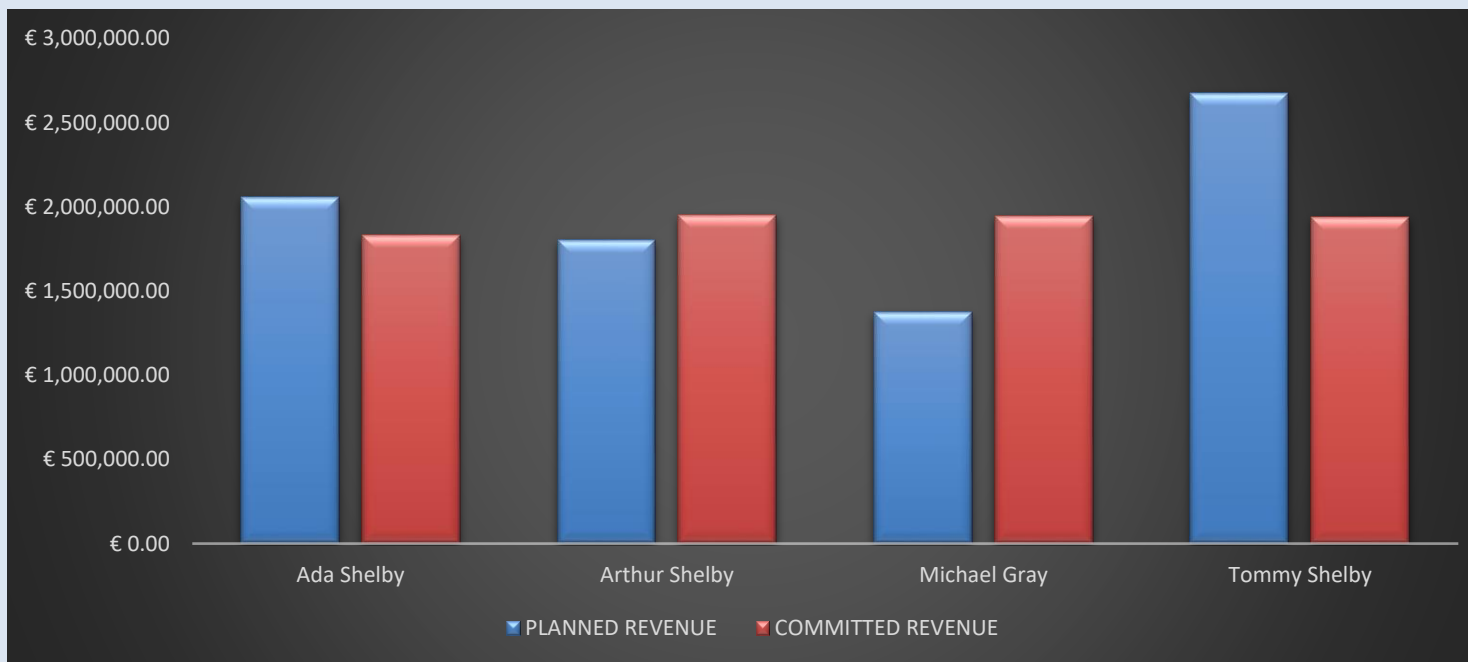
KEY FINDINGS

COMPARISON BETWEEN THE PLANNED AND COMMITTED REVENUE OF SHELBY COMPANY LIMITED:



This Column Chart clearly shows the Committed and Planned revenue Budget of Shelby Company Limited. The company have enough Capital to fund their budgets with an additional increase of 247,589.00 Euros, as a result of the previous season profit.

COMPARISON OF PARTNERS PLANNED/COMMITTED REVENUE:



Here to determine the performance of each partner in the last six months and why some partners performed better than others, A pivot table was used to wholistically analyze and compare all columns of data taking into considerations, the

partners, client, project name/type and revenue contributions/performance in the last six month.

Also from the above Column chat, Arthur Shelby and Michael Gray made less dividend/profit from the previous budget but increased their planned budget by 145,925.00 and 572,855.00 euros respectively. While on the other hand Ada and Tommy Shelby, made more dividend from the committed project but reduced their planned revenue investment with a decrease of 226,649.00 and 739,720.00 euros respectively.

REASONS WHY THE PARTNERS PERFORMED WELL/POORLY

From the dataset provided, I observed that Ada Shelby and Tommy Shelby were more active and involved in projects as compared to Arthur Shelby and Michael Gray, this greatly increased their revenue return of over 2,000,000.00 euros for the last six months when compared to Arthur and Michael. Therefore, in order to increase revenue, Partners must not only stop at financial commitments but also actively participate in all the projects been carried out as well as their various stages, from inception to implementation.

RECOMMENDATIONS THAT WILL AID REVENUE PLANNING FOR THE SECOND HALF OF THE YEAR:

- Increase Shelby Company online presence.
- Focus on repeat customers.
- Allocate more resources to partners with more profit returns.
- Set performance targets and incentives to staffs.
- Improve sales and marketing strategies, carry promotions, offer discount and incentives to boost patronage.

CONCLUSION:

The Dataset provided clearly shows the position of Shelby company finances. The company's investments in multiple projects yielded returns and it was enough to fund the planned budgets. Shelby Company limited didn't suffer any loss from the last six months but they can do better.