

Scrum Report Documentation

1. Overview

The **Scrum Report** serves as a tool to track the progress and achievements of dealers in meeting their targets. It provides insights into the targets set for dealers, the quantities sold, and those that remain to be achieved. This report helps to keep track of dealer performance, sales activity, and any pending orders.

2. Report Sections and Details

The **Scrum Report** is divided into various sections to capture key data related to dealer targets and performance:

2.1 Yesterday's Target

- **Definition:** The target set for each dealer during the previous day's Scrum meeting.
- **Purpose:** To track the sales or order goals assigned to each dealer, which were established in the last Scrum meeting. This can help assess if the goals were realistic and achievable.

2.2 Yesterday's Achievement

- **Definition:** The target achievement by dealers based on the targets set in the previous Scrum meeting.

- **Purpose:** This section measures whether dealers met their targets. It is critical for tracking dealer performance and determining if they are on track to meet their overall sales goals.

2.3 Today's Target

- **Definition:** The target set for each dealer for the current day, based on the Scrum meeting.
- **Purpose:** This shows the updated sales or order target for the current day. It ensures that the goals are adjusted based on the dealer's performance and any new sales strategies or updates from the Scrum meeting.

2.4 This Month's Target

- **Definition:** The sales target set by the dealer for the entire month.
- **Purpose:** To monitor the overall monthly goal that each dealer is expected to meet. This helps in assessing whether dealers are pacing correctly to meet their monthly targets.

2.5 Pro Rata Target Quantity Till Date

- **Definition:** The target quantity set by the dealer till today (current time) from the start of the month, on a pro-rata basis.
- **Purpose:** This figure reflects the target quantity adjusted for the current date. It helps in determining if the dealer is on track

to meet the target by the end of the month, considering the passage of time.

2.6 Last Month's Target Taken but Not Billed

- **Definition:** The sales targets set for the previous month that have not been converted into actual orders or bills.
- **Purpose:** To track targets that were set but not fulfilled, allowing management to focus on dealers who did not meet their sales goals and identify any blockers or reasons for non-completion.

2.7 3 Months Target Taken but Not Billed

- **Definition:** The targets set in the past three months, but orders have not been placed yet.
- **Purpose:** This section helps in tracking any recurring issues that might be preventing dealers from achieving their targets over a longer period, such as delays in order processing or external factors that impact sales.

2.8 I0 & I1 Dealers

- **Definition:** Dealers who have not placed any orders for more than 30 days but less than 45 days.
- **Purpose:** Identifying dealers who have been inactive for a significant time period but are still within the threshold. This

helps in taking corrective actions or determining if they require support to re-engage them in the sales process.

2.9 Dealers A to I and I to A

- **Definition:** Dealers who have not placed any orders for more than 180 days.
- **Purpose:** Dealers in this category are long-term inactive, which is a critical indicator that they may need more strategic intervention or may no longer be viable partners. Tracking such dealers helps determine necessary actions, like revisiting agreements or considering alternative dealers.

2.10 Quantity (QTY of TMT)

- **Definition:** The quantity of **TMT (Thermo-Mechanically Treated)** steel or similar products that are sold.
- **Purpose:** This section tracks the quantity of products sold by the dealers, helping to understand product movement and sales trends.

2.11 Dealers (No of Dealers)

- **Definition:** The total number of dealers who are actively working towards achieving their targets.
- **Purpose:** To measure the engagement and activity level of the dealer network. A lower number of active dealers can indicate potential issues in dealer retention or market engagement.

2.12 Cleared/Dispatched (QTY Cleared and Dispatched)

- **Definition:** This section captures the quantities of products that have either been **cleared (sold)** or **dispatched (yet to be sold)**.
 - **Cleared (Sold):** The quantities of products that have been sold and cleared.
 - **Dispatched (Yet to Sell):** The quantities that have been dispatched but remain unsold or pending completion of the transaction.
- **Purpose:** To track sales activity and pending orders. It helps in monitoring sales closure and logistics, ensuring that sales progress aligns with expectations.

2.13 Dealers (Cleared/Dispatched)

- **Definition:** The breakdown of dealers who have:
 - **Cleared (Sold):** Successfully completed sales.
 - **Dispatched (Yet to Sell):** Products that have been dispatched but not yet sold.
- **Purpose:** This section helps identify which dealers are performing well (clearing products) versus those who are lagging (still dispatching unsold items). This can guide decisions on support, training, or sales strategies.

3. Reporting Summary

The **Scrum Report** provides a comprehensive snapshot of dealer activity, targets, and achievements over various timeframes (daily,

monthly, and quarterly). This helps the management team in making informed decisions about resource allocation, target adjustments, and support to optimize dealer performance.

4. Actionable Insights

- **Performance Monitoring:** The report provides a clear view of which dealers are meeting their targets, and which ones require additional attention or intervention.
- **Incentive Planning:** Targets that are met or exceeded can be used to trigger incentives for top-performing dealers.
- **Inventory Management:** Monitoring dispatched but unsold quantities helps with better stock management and forecasting.
- **Engagement Strategy:** Identifying inactive dealers allows the team to strategize re-engagement or find alternative solutions.

5. Conclusion

The **Scrum Report** is an essential tool for tracking dealer performance, ensuring targets are met, and managing ongoing dealer engagement. By continuously analyzing this data, businesses can optimize their sales processes, improve dealer relationships, and align their goals with the overall business strategy.