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# EMPLOYEES PERFORMANCE ON SALES



SALES  
REGIONWISE  
PROJECT TITLE



# AGENDA:

- PROBLEM
- PROJECT OVERVIEW
- END USERS
- OUR SOLUTION AND PROPOSITION
- DATASET DESCRIPTION
- MODELLING APPROACH
- RESULTS AND DISCUSSION
- CONCLUSION



# PROBLEM STATEMENT:

The main problem is the inconsistent sales performance across regions, which is impacting overall company revenue and growth potential.

Specifically:

Underperformance: Certain regions are not meeting their sales targets, leading to lower revenue than projected.

Overperformance Analysis: While some regions exceed targets, the strategies and factors contributing to their success are not fully understood or replicated in other regions.

Resource Allocation: There may be inefficiencies in how resources are allocated and utilized across different regions.



# OVERVIEW ABOUT SALES REGIONWISE

Understanding sales performance on a regional basis involves analyzing how different areas or territories contribute to a company's overall revenue and growth. Here's an overview of key aspects related to sales performance regionwise:

- SALES REGION DEFINES
- PERFORMANCE METRICS
- REGIONAL DEFINES
- SALES STRATEGIES
- CHALLENGES
- OPPORTUNITIES
- TOOLS AND TECHNIQUES
- KEY PERFORMANCE INDICATORS (KPI)

# WHO ARE THE END USERS

- ❖ EMPLOYEES
- ❖ EMPLOYERS
- ❖ ORGANISATION
- ❖ BUSINESS PEOPLE



# OUR SOLUTION AND ITS VALUE PROPOSITION

- ✓ FILTERING: REMOVE MISSING VALUES
- ✓ CONDITIONAL FORMATING: BLANKS
- ✓ PIVOT TABLE: SUMMARY OF EMPLOYEE PERFORMANCE
- ✓ FORMULAS: IFS
- ✓ GRAPHS: FINAL REPORT





# DATA DESCRIPTION

OrderNumber: A unique identifier for each order.

Sales Channel: The channel through which the sale was made (In-Store, Online, Distributor, Wholesale).

WarehouseCode: Code representing the warehouse involved in the order.

ProcuredDate: Date when the products were procured.

OrderDate: Date when the order was placed.

ShipDate: Date when the order was shipped.

DeliveryDate: Date when the order was delivered.

SalesTeamID: Identifier for the sales team involved.

CustomerID: Identifier for the customer.

StoreID: Identifier for the store.





# MODELLING

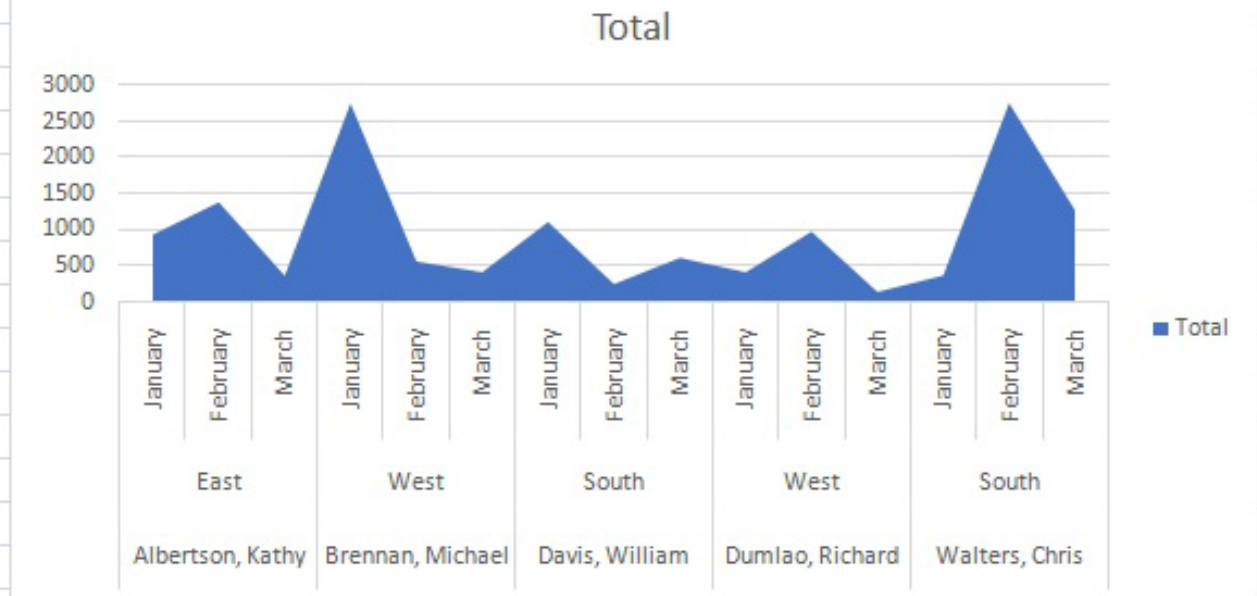
- DATA SET : EMPLOYEE DATASET
- FEATURE SELECTION
- DATA CLEANING : MISSING VALUES, IRRELEVANT
- FORMULA PERFORMANCE CALCULATION, LOW, MED, HIGH
- PIVOT TABLE SUMMARY, BUSINESS UNIT, GENDER, EMPLOYMENT TYPE, EMPLOYEE ID, PERFORMANCE
- CHART : REPORT : SLICER



# RESULT

Row Labels Sum of Order Amount

Albertson, Kathy	2650
East	2650
January	925
February	1375
March	350
Brennan, Michael	3700
West	3700
January	2750
February	550
March	400
Davis, William	1935
South	1935
January	1100
February	235
March	600
Dumlao, Richard	1490
West	1490
January	400
February	965
March	125
Walters, Chris	4375
South	4375
January	355
February	2755
March	1265



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# CONCLUSION

The sales REGIONWISE performance has been instrumental in driving our company's growth and profitability. Each team within the department has demonstrated strengths in various areas, from customer acquisition to account management and strategic sales initiatives. The analysis reveals that while there have been notable successes, there are also areas requiring improvement. To sustain and build on our successes, it is essential to address the identified challenges and leverage the opportunities for growth. Enhancing training programs, optimizing sales processes, and increasing cross-departmental collaboration will be critical in achieving our sales targets and improving overall performance.

