



# **WORKFORCE PERFORMANCE AND SALES OPTIMIZATION USING DATA-DRIVEN STRATEGIES**

FOR TECOS GROUP OF COMPANIES

# Introduction

In today's competitive business environment, organizations must continuously analyze and optimize both sales performance and workforce productivity to achieve sustainable growth. Tecos Group of Companies, a multinational retailer, has identified challenges in predicting sales trends and improving workforce efficiency, particularly in key departments like Sales and IT.

This project aims to leverage data analytics, machine learning, and financial analysis to address these challenges. A cross-functional team comprising Data Scientists, Data Analysts, Business Analysts, HR Analysts, Financial Analysts, and an Agile Project Manager (APM) will collaborate to deliver actionable insights.

By analyzing sales and HR datasets, the team will:

1. Build predictive models to forecast sales and identify revenue opportunities.
2. Analyze workforce performance metrics to uncover productivity gaps and turnover risks.
3. Provide financial evaluations and actionable recommendations to align strategies with business objectives.

The final deliverables will include predictive models, interactive dashboards, and strategic reports, empowering TechSolutions Inc. to make data-driven decisions for optimized performance and profitability.





# About the company

Tecos Group of Companies is a British multinational groceries and general merchandise retailer headquartered in Welwyn City, England. It is the third-largest retailer in the world measured by gross revenues and the ninth-largest in the world measured by revenues

In recent months, Tecos Group of Company has faced challenges in:

1. Achieving predictable revenue growth despite an expanding client base.
2. Improving workforce productivity and reducing turnover in critical departments.

To maintain its competitive edge and ensure sustainable growth, the leadership team has tasked the cross-functional team of interns to leverage data-driven insights for sales optimization and workforce management improvements.

# Project Overview

Your team has been tasked with analyzing and optimizing the organization's workforce performance and sales operations to achieve increased revenue and employee productivity. By leveraging data analytics, machine learning, financial analysis, and agile project management methodologies, you will develop actionable insights that address both workforce management and sales growth challenges. This project combines HR and financial data with sales performance data to derive insights that impact business growth and workforce effectiveness.



# Key Business Challenges

## 1. Sales Performance:

- Revenue growth has plateaued despite increasing product demand.
- There is limited visibility into factors influencing regional and segment-based sales trends.
- Accurate sales forecasting models are lacking to drive strategic decisions.

## 2. Workforce Productivity:

- Productivity varies significantly across departments, with absenteeism and turnover affecting critical roles.
- Training programs have been implemented, but their impact on productivity and revenue remains unclear.
- Employee satisfaction and retention need improvement

# Project Objectives

The project aims to address these challenges by:

1. Building predictive sales models to forecast trends and identify growth opportunities.
2. Analyzing workforce data to uncover productivity gaps, absenteeism trends, and turnover risks.
3. Evaluating the financial impact of workforce and sales performance initiatives.
4. Recommending actionable strategies to improve revenue, workforce efficiency, and employee satisfaction.
5. Delivering insights via interactive dashboards and reports for key decision-makers.