

Represent the data as per the given criteria:

a. Overall profit percentage and commission for sales against each sales representative

Sales Rep	Sum of Profit	Sum of ProfitPercentage	Sum of Commision
Jacob	5674.30	5.00%	1,132.93
Ben	5311.01	4.68%	1,135.59
Total	10985.31	9.69%	2,268.52

METHODOLOGY

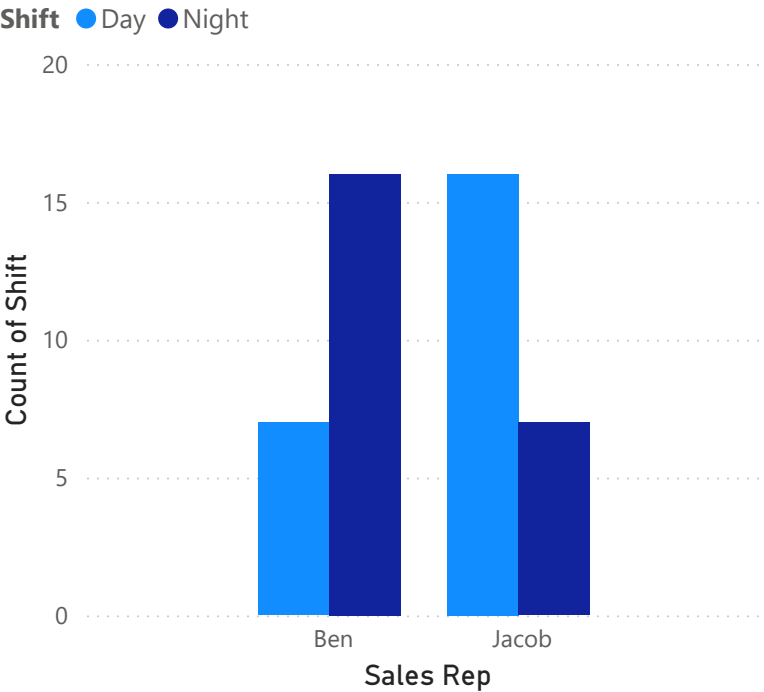
During this task, the table visualization feature in Power BI was utilized. The "Sales Rep" and "Profit" columns were imported, and profit was summarized. A DAX query was used to establish a new measure for calculating profit percentage: $\text{Sheet1[Profit]} \div \text{SUM}(\text{Sheet1[Selling Price]})$, with formatting as a percentage. The newly created measure was included in the table and summarized by Sales Representative. To account for a 2% commission, a separate measure was established: $\text{Commission} = \text{Sheet1[Profit]} \times 0.02$.

Sales representative-wise total number of work shifts (monthly basis) and work shifts (day & night) trends against the sales representative

Sales Rep	Shift	Count of Shift
Ben	Day	7
Ben	Night	16
Jacob	Day	16
Jacob	Night	7
Total		46

Month
July
August

Count of Shift by Sales Rep and Shift



What are the areas you find for further improvement in terms of business product sales?

In the provided data, the profit percentage is not satisfactory and can be improved. Compared to Ben, Jacob has a slightly higher profit rate, indicating that Jacob should be assigned to shifts during the market's most active periods.

In which work shift does the sales representative mostly work?

From the insights, the total number of shifts for each sales representative is the same. Ben completes 17 shifts during the daytime and 27 shifts at night. Conversely, Jacob completes 27 shifts during the daytime and 17 shifts at night.

Is there any additional impact you find in business in terms of product sales trends?

From the graph, we observe that Jacob consistently achieves better sales even though both sales representatives have the same number of shifts. This indicates that sales performance improves during the day since Jacob works more day shifts.

Sum of Quantity Sold wise sales by Month and Sales Rep

