

# Product Sales & Agent Performance Dashboard

## Overview

This dashboard provides a comprehensive analysis of product sales and agent performance based on call data. It highlights key metrics such as sales conversion rates, call handling effectiveness, and agent-wise productivity, enabling managers to identify top performers, operational bottlenecks, and opportunities for improvement.

## Insights

- Michele Williams handled the highest number of calls but did not convert these into the highest product sales, indicating a potential need to improve efficiency.
- Gloria Singh sold the most products despite managing fewer calls, demonstrating strong conversion capabilities.
- The overall call pickup rate is 69.6%, meaning that 30.4% of calls go unanswered, highlighting an opportunity to increase responsiveness.
- Although the initial call-to-pickup conversion is solid, less than a third of picked-up calls ultimately lead to a sale, emphasizing the need to boost the conversion rate from call pickup to product purchase.



Total Calls

9939



Calls Picked Up

6920



Products Sold

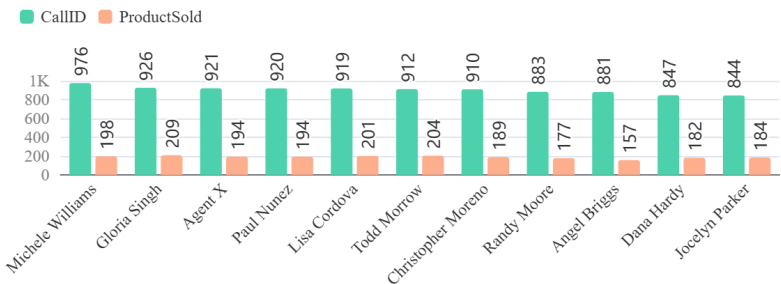
2089



Conversion Rate

21.02%

## Agent-wise Calls and Products Sold



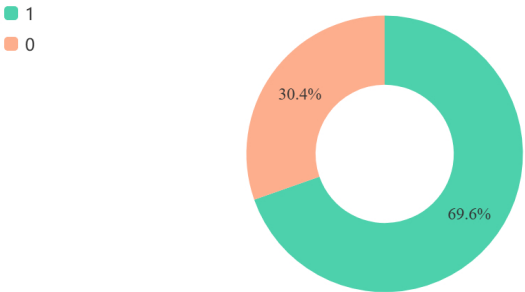
## Key Insights

- Michele Williams handled the highest number of calls but did not have the highest products sold, suggesting a potential efficiency gap.
- Gloria Singh achieved the highest number of products sold despite handling fewer calls than Michele Williams, indicating strong conversion skills.

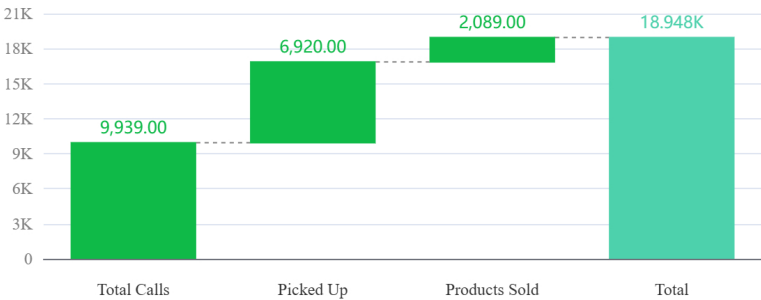
## Key Insights

- The call pickup rate is 69.6%, meaning nearly one-third of calls (30.4%) are not picked up, representing a significant opportunity for improvement.

## Overall Call Pickup Rate



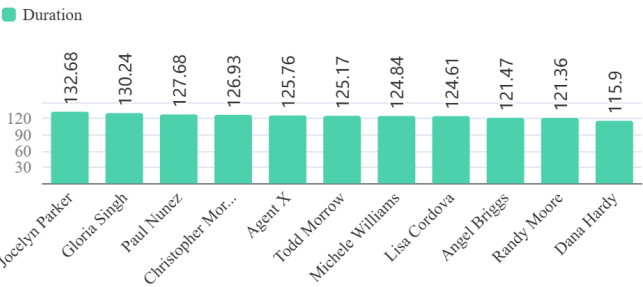
### Call Handling Funnel



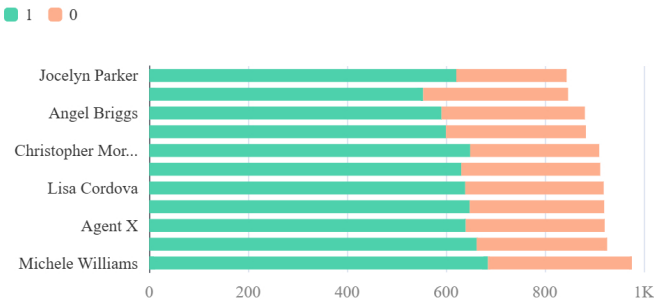
### Key Insights

- There is a notable drop-off from calls picked up (6,920) to products sold (2,089), indicating that less than a third of picked-up calls result in a sale.
- The initial call-to-pickup conversion is strong, but the biggest challenge lies in converting picked-up calls into product sales.

### Average Call Duration by Agent



### Call Outcomes by Agent



### Agent Conversion Summary

Agent_Name	Total Calls	Calls Picked Up	Products Sold	Conversion Rate
Gloria Singh	926.00	662.00	209.00	2257.00%
Todd Morrow	912.00	631.00	204.00	2237.00%
Lisa Cordova	919.00	639.00	201.00	2187.00%
Jocelyn Parker	844.00	621.00	184.00	2180.00%
Dana Hardy	847.00	554.00	182.00	2149.00%

### Call Duration Stats

Agent_Name	Min Duration	Max Duration	Avg Duration
Jocelyn Parker	0.00	336.00	132.68
Gloria Singh	0.00	349.00	130.24
Paul Nunez	0.00	323.00	127.68
Christopher Moreno	0.00	363.00	126.93
Agent X	0.00	334.00	125.76
Todd Morrow	0.00	339.00	125.17
Michele Williams	0.00	306.00	124.84
Lisa Cordova	0.00	344.00	124.61
Angel Briggs	0.00	362.00	121.47
Randy Moore	0.00	326.00	121.36
Dana Hardy	0.00	356.00	115.90



Total Calls

4448



Products Sold

980



Avg Conversion Rate

22.02%

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