Logo

Description automatically generated

**Portfolio Project Brief:**



**Vandes Group Phone Sales Data**

# 

# Project Context and Guide

As a professional data analyst, you must be the first point of contact for solving data-related problems in an organization, as different stakeholders will always reach out to you to provide direction on a myriad array of pain points for the company.

While your project involves data from a specific domain – sales operations, the individual tasks could be applied to any domain and will highlight your aptitude as a problem solver for various clients.

By the end of the project, you will have experience building data pipelines from scratch as you get gritty about building a sales commission for a startup company in Nigeria.

# Objective Onboarding

You are a newly hired sales analyst at **Vandes Group**, a fintech company that provides asset financing opportunities to the underbanked population on the continent of Africa.

Vandes Group's Sales department wants to use its sales data to build out a commission structure that rewards the various tiers in its Sales hierarchy and also to guide top management to make more informed decisions on the productivity of the Sales team as well as the profitable regions to focus on.  
  
As such, you have been presented with historical data and asked to Build out the Sales Commission Structure which will serve as a template for rewarding the sales done in future months at Vandes Groups.

# Commission Structure Overview

Below is the breakdown of how **the Head of the Sales department** at Vandes Group intends to improve the productivity levels of the active Sales personnel as well as improve the motivation of the Sales Department by exciting the Sales Team and increasing their earnings aside from the daily commissions that are paid for selling a Phone.

| **Role** | **Metric** | **Month 1** | **Month 2** | **Month 3** | **Total** |
| --- | --- | --- | --- | --- | --- |
| **New Sales Agent** | **Payout** | **20,000** | **10,000** | **10,000** | **40,000** |
| **Condition** | Make a Minimum of 10 Sales Within the First 30 Days of Joining | Make a Minimum of 5 Sales Within the Calendar Month | Make a Minimum of 5 Sales Within the Calendar Month |  |
|  |  |  |  |  |  |
| **Sales Manager** | **Payout** | **10,000** | **5,000** | **5,000** | **20,000** |
| **Condition** | New Sales Agent must Make a Minimum of 10 Sales Within the First 30 Days of joining. | New Sales Agent must Make a Minimum of 5 Sales Within the Calendar Month | New Sales Agent must Make a Minimum of 5 Sales Within the Calendar Month |  |

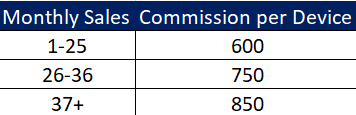
**Key Points To Note**

* The New Sales agents are the agents in the Agent Data table.
* The **2nd Commission month** is for sales done in **September (Month 2)**
* The **3rd Commission month** is for sales done in **October (Month 3)**
* Achieving **Month 1 payout is a prerequisite** for Earning in Months 2 & 3
* **Missing Month 2** Earning Does Not Invalidate Earning for Month 3.
* Missed Earnings Cannot be Recouped in Subsequent Months.
* Only Agents and Managers who have an **ACTIVE status** will be paid a monthly commission
* The **TOTAL PAYOUT will be the lump sum** of the commission for each Sales Role in Month 3.

## Third-party Outlets earn monthly commissions - Affiliate Sales

A **three-tier commission structure** that rewards good performance.

This is the payout structure for sales done in our partner outlet stores. This Commission system was created to reward good performance based on the sales volume made per month by agents assigned to sell in those Partner stores.



**Note:   
(a)You are to use the total monthly sales made by the agents in the Affiliate stores to ascertain the total commission to be paid as shown in the table above. The months to take into consideration are August, September, and October.  
  
(b)The commission will be multiplied by the sales volume to determine the total amount that would be paid out per Agent.**

# Project Outcome

A summarized commission payout report provides the total payouts per individual who is eligible to earn the various types of commissions.

As this would be used by the Finance team to make the payouts.

1. A **summary payout** table for the Sales Agents' Designation
2. A **summary payout** table for the Managers
3. A **summary payout table** for the Third-party commission

**Note: Each Month’s commission must be reflected**

# 

# Dataset

This dataset is a subset of Vandes Group sales operations containing Sales data from August 2023 to October 2023

Download the [Vandes Group Global Sales dataset](https://docs.google.com/spreadsheets/d/1GzzaOsDJDPEfL-go10ASM5Q7HdfDbIeJ/edit?usp=sharing&ouid=116779935958733211984&rtpof=true&sd=true).

# Final Analysis Criteria

You are only allowed to use **Microsoft Excel for this project** as this is the Business Intelligence tool used by all departments in the Vandes Group to share and communicate Data and Insights.