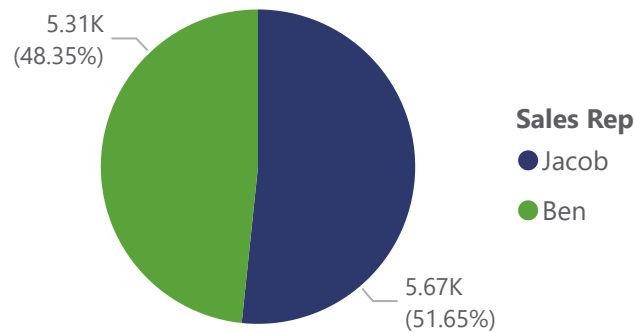
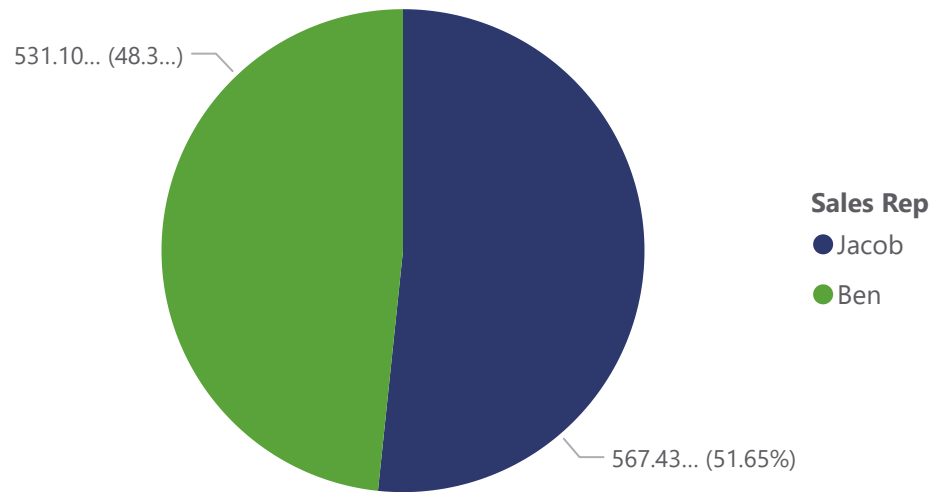


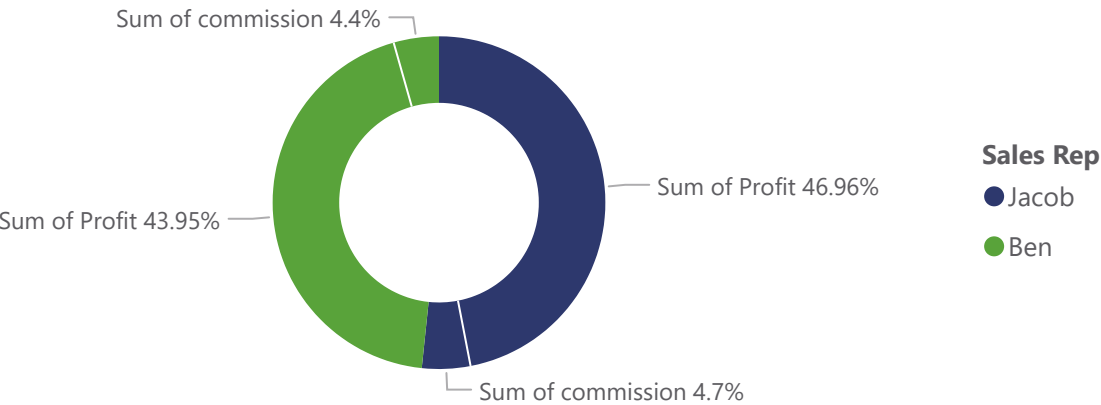
Sum of Profit by Sales Rep



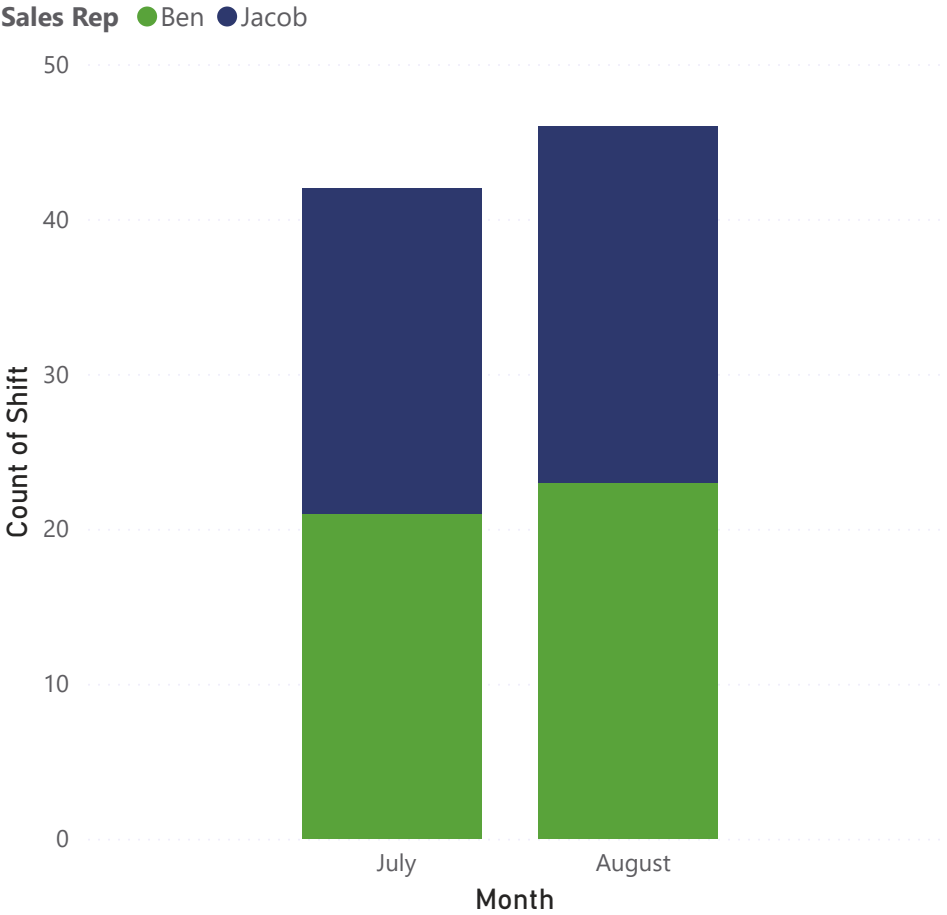
Sum of commission by Sales Rep



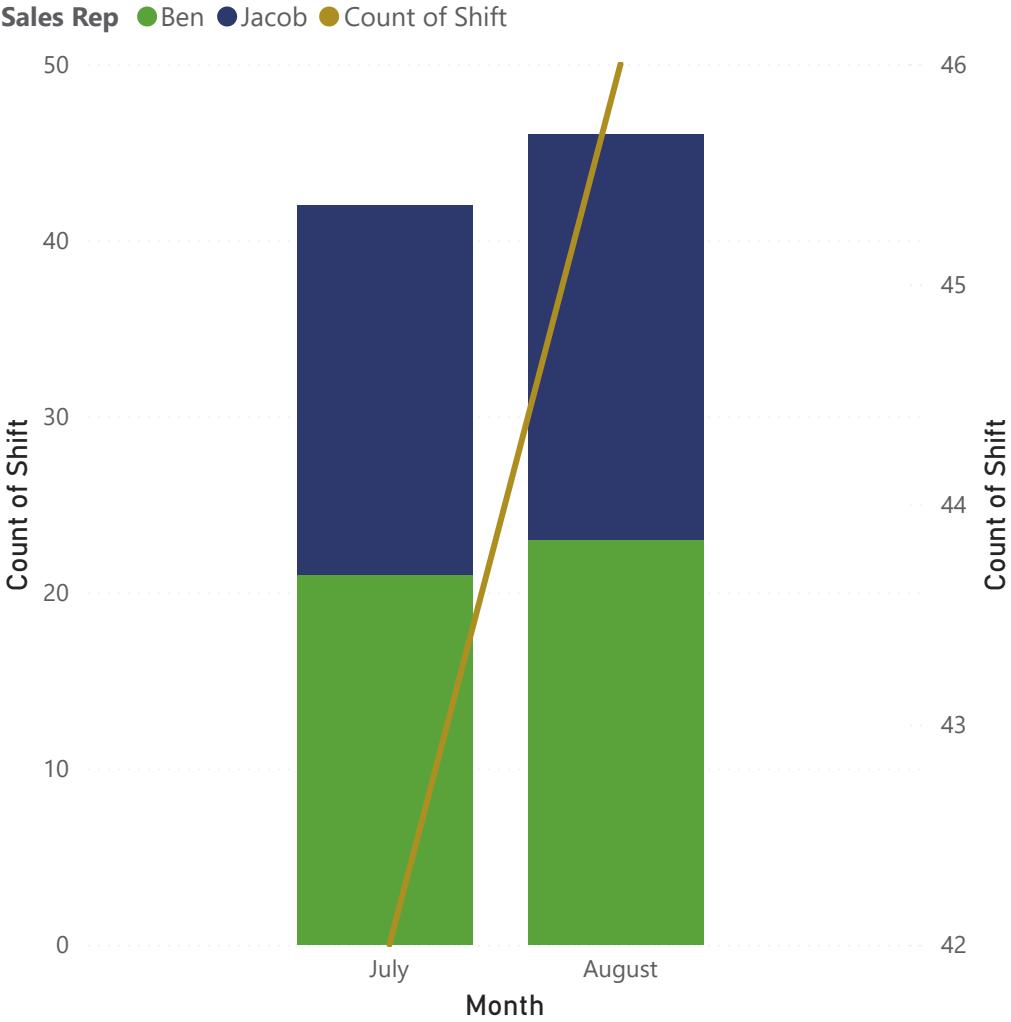
Sum of Profit and Sum of commission by Sales Rep



Count of Shift by Month and Sales Rep



Count of Shift and Count of Shift by Month and Sales Rep



Analysis:

1. Sales Performance:

- . Jacob consistently has a higher quantity sold in many instances compared to Ben.
- . Some products sold by Ben have a lower profit margin, impacting overall profitability.

1. Profit Margins:

- . Certain dates show lower profit margins, indicating potential issues with pricing or cost management.

Recommendations:

1. Training and Development:

- . Provide additional training for Ben on sales strategies and product knowledge to boost sales performance.
- . Focus on enhancing negotiation skills for better pricing strategies to increase profit margins.

1. Product Portfolio Management:

- . Conduct a detailed review of the product portfolio to identify low-margin products and either improve their cost structure or phase them out.
- . Introduce high-margin products and promote them through targeted sales campaigns.

b. Work Shifts Analysis

Analysis:

1. **Shift Distribution:**

- Ben works both day and night shifts but shows variability in performance.
- Jacob seems to have consistent performance during both day and night shifts but often sells more during day shifts.

1. **Shift Performance:**

- Day shifts tend to have higher sales productivity, indicating potential differences in customer behavior or sales rep performance.

Recommendations:

1. **Shift Optimization:**

- Schedule Ben more frequently during day shifts where performance can be optimized.
- Monitor shift performance and adjust schedules to ensure high productivity during both day and night shifts.

1. **Support Systems:**

- Ensure adequate support systems are in place during night shifts, such as availability of customer service and inventory management, to support sales reps.

c. Additional Impact on Business in Terms of Product Sales Trends

Analysis:

1. **Seasonal Trends:**

- There is a noticeable trend of increased sales during specific periods, such as month-end and holidays.
- Sales volumes spike during marketing campaigns, indicating their effectiveness.

1. **External Factors:**

- Marketing campaigns have a direct impact on sales trends, with significant increases during and shortly after these campaigns.

Recommendations:

1. **Seasonal Promotions:**

- Plan targeted marketing campaigns and promotional activities around peak periods to maximize sales.
- Increase inventory levels and ensure logistics are prepared to handle increased demand during peak seasons.