

Overview

This dashboard gives a holistic view of product sales and agent performance based on call information. It showcases critical metrics like sales conversion rates, call handling efficiency, and productivity by agents, allowing managers to spot top performers, operational chokepoints, and areas of improvement.

Insights

Michele Williams took the most calls but did not convert these into the maximum product sales, reflecting a possible area of improvement in efficiency.

Gloria Singh had the highest number of products sold with fewer calls managed, reflecting good conversion abilities.

The total pickup rate for calls is 69.6%, so 30.4% of calls are not picked up, indicating room for improvement in responsiveness.

While the initial call-to-pickup conversion is good, fewer than one-third of picked-up calls result in a sale, so improving the conversion from picking up the call to purchasing a product is necessary.



Total Calls

9939



Calls Picked Up

6920



Products Sold

2089

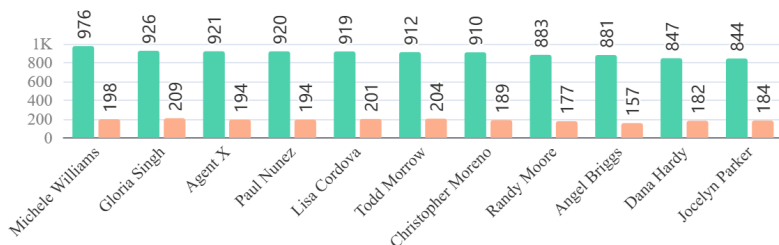


Conversion Rate

21.02%

Agent-wise Calls and Products Sold

CallID ProductSold



Key Insights

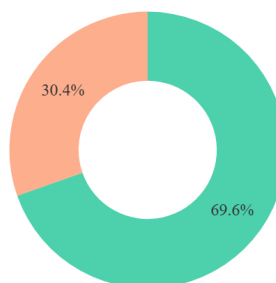
- Michele Williams handled the highest number of calls but did not have the highest products sold, suggesting a potential efficiency gap.
- Gloria Singh achieved the highest number of products sold despite handling fewer calls than Michele Williams, indicating strong conversion skills.

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.

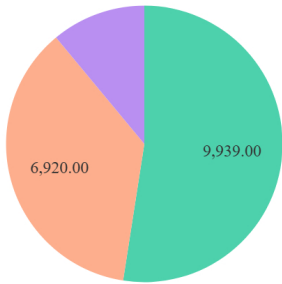
Overall Call Pickup Rate

1
0



Call Handling Funnel

- Total Calls
- Picked Up
- Products Sold



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.

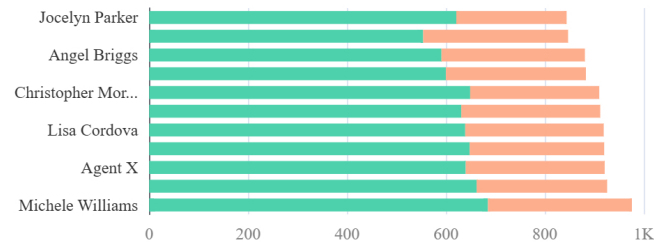
Average Call Duration by Agent

- Duration



Call Outcomes by Agent

- 1
- 0



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%

Navigation

- [KPI Cards](#)
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- [Call Duration Stats](#)
- [Charts](#)
- [Insights](#)

Call Duration Highlights

Agent	Type	Avg Duration (sec)
Dana Hardy	Shortest Avg Duration	115.90
Jocelyn Parker	Longest Avg Duration	132.68

How to Use This Dashboard

- Use the **Agent Name** filters in the summary tables to focus on specific agents.
- Review KPI cards for a quick overview of total calls, products sold, and average conversion rate.
- Explore charts for deeper insights into agent performance, call handling, and conversion funnels.
- Refer to the navigation menu for quick access to different dashboard sections.