Bare international analaysis using Excel

Introduction

- The project aims to evaluate the performance of Style Advisors using a comprehensive set of criteria.

- The evaluation data covers various aspects such as store ambiance, first impressions, discovery of customer needs, trial experience, and overall customer service.

- The primary focus is on understanding how well Style Advisors are performing and identifying areas for improvement.

Objectives

1. **Performance Grading:** Assign grades to each Style Advisor based on their Evaluation_Score.

2. **Pivot Table Analysis:** Analyze average evaluation scores by zone to understand regional performance.

3. **High Performer Identification:** Determine which region has the highest percentage of high performers.

4. **Visualization:** Create visual representations of the data to highlight key trends and insights.

5. **Presentation Report:** Summarize findings and provide recommendations for management.

Data Overview

- Evaluations analyzed: 61 records from East, West, North and South zones.

- Key columns: Evaluation Score, Zone, Performance Grading, Store Ambiance, First Impressions, Discovery, Overall Experience.

- Average Evaluation Score (overall): ≈ 71.8 points.

- Dataset spans October 2022 (1 to 30 Oct) and includes customer-audit details such as visit duration and style-advisor interaction

Performance Grading

- Developed a **Performance Grading system** in Excel using the **IFS function** to categorize employees based on their **Evaluation_Score**. The grading logic automatically assigns performance levels as follows:

- **High Performer:** 90%–100%

- **Average Performer:** 70%–89%

- **Low Performer:** 50%–69%

- **Bottom Performer:** Below 50%

- For example, an Evaluation_Score of **58%** is automatically graded as a **Low Performer**.
  This helped streamline performance evaluation by making the grading process **accurate, consistent, and automated**.

- Zone-wise distribution:
  - North: 19 evaluations (47 Average, 5 Low, 4 High, 1 Bottom)
  - West: 17 evaluations (10 Average, 2 High, 3 Low, 2 Bottom)
  - South: 18 evaluations (7 Average, 6 Low, 2 High, 3 Bottom)
  - East: 7 evaluations (3 Low, 2 High, 1 Average, 1 Bottom)

Pivot Table Analysis

- Created a **pivot table** to display the **average Evaluation_Score** for each zone after cleaning and organizing the dataset.

Row Labels	Average of Evaluation_Score
East	71.57142857
North	76.73684211
South	66.61111111
West	71.82352941
(blank)	
Grand Total	71.78688525

- Built another pivot table to count performance grades by zone, using it to calculate the **percentage of High Performers** in each region. This analysis streamlined performance evaluation, improved visibility into regional strengths, and supported **data-informed decision-making.**
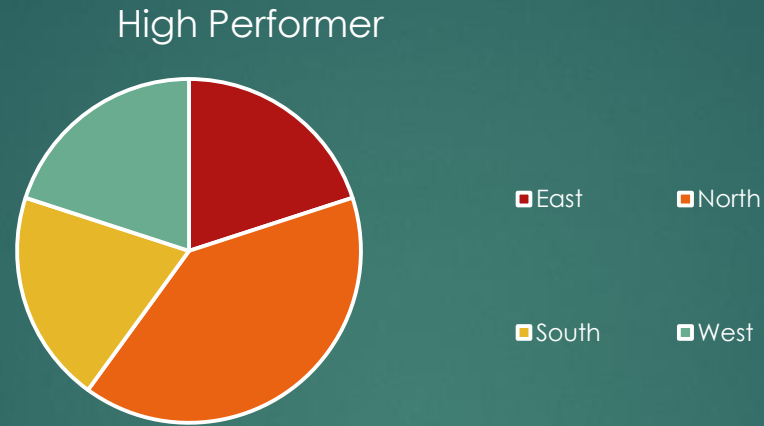
Percentage of Perfromance grading	Column Labels
Row Labels	High Performer
East	200%
North	400%
South	200%
West	200%
Grand Total	1000%

Visualizations
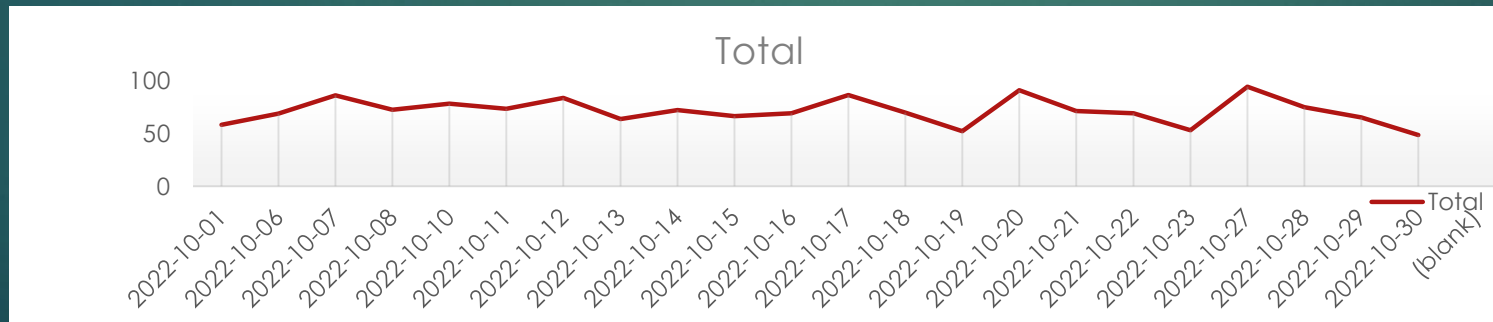
Bar Chart: Average Evaluation Scores by Zone (show North peak ≈ 77).

Total
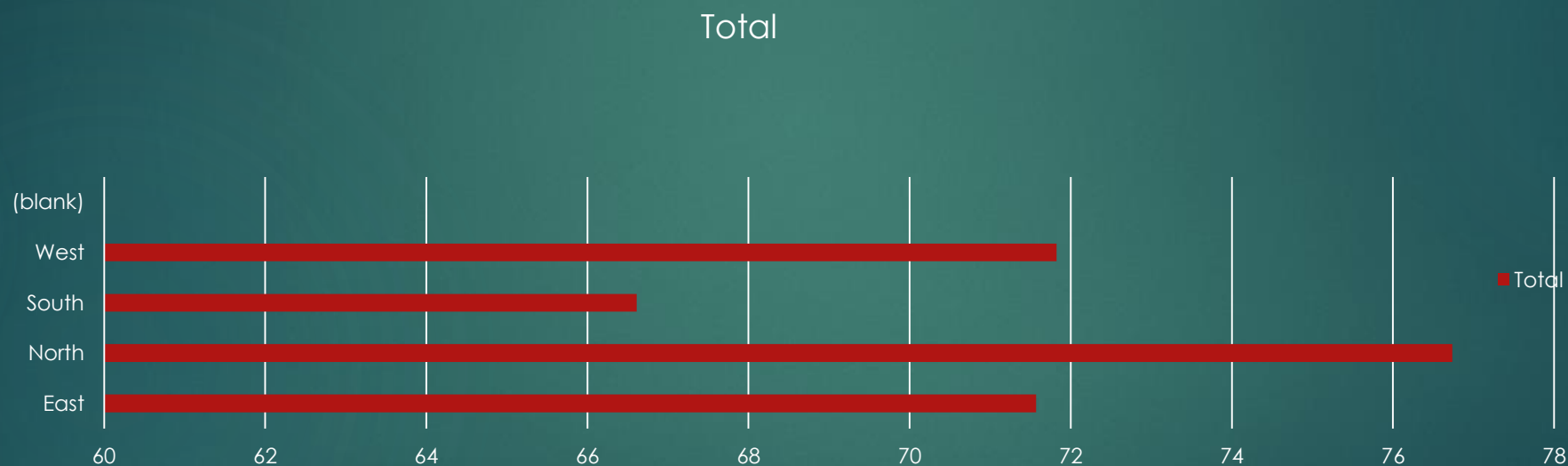
- **Pie Chart**: 90 % of High Performers by Region North

High Performer

East North

South West

- **Line Graph**: Performance Trends Over Time (steady improvement after Oct 10 peaking on Oct 20 ≈ 90 pts).

Total

100

50

0

2022-10-01 2022-10-06 2022-10-07 2022-10-08 2022-10-10 2022-10-11 2022-10-12 2022-10-13 2022-10-14 2022-10-15 2022-10-16 2022-10-17 2022-10-18 2022-10-19 2022-10-20 2022-10-21 2022-10-22 2022-10-23 2022-10-27 2022-10-28 2022-10-29 2022-10-30 (blank)

Total

Stacked Bar Chart: Comparison of High vs Low Performers on key criteria (e.g., High Performer Discovery ≈ 98 vs Low ≈ 84 Gap).
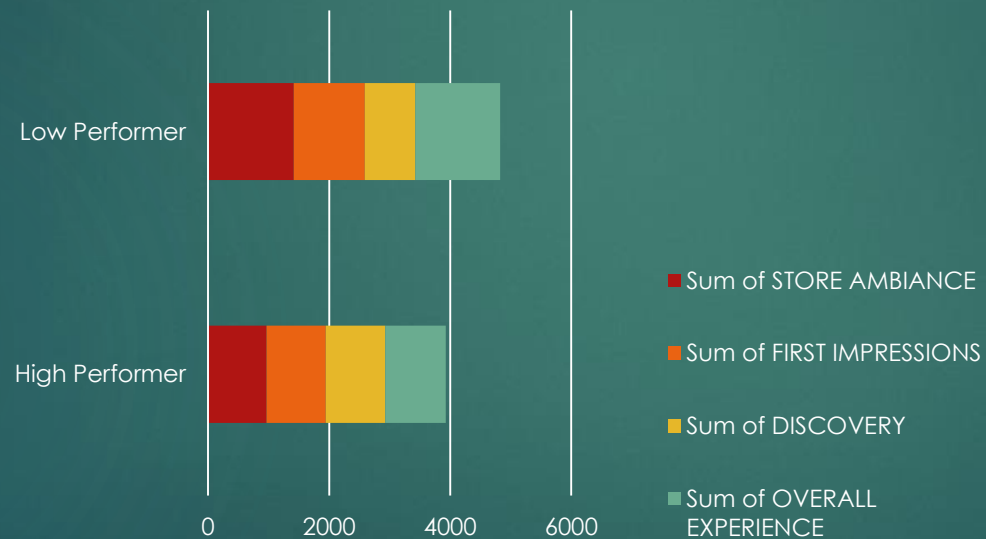
Heatmap: Average Scores by Criteria (Store Ambiance 88.8, First Impression 82.6, Discovery 67.5, Overall Experience 82.0).

Row Labels	Average of STORE AMBIAN	Average of FIRST IMPRESSIO	Average of DISCOVE	Average of OVERALL EXPERIENCE
East	90.57142857	81.71428571	45.71428571	71.42857143
North	93.05263158	82.31578947	80	89.47368421
South	86.55555556	.81	62.22222222	77.77777778
West	85.76470588	84.94117647	68.23529412	82.35294118
(blank)				
Grand Total	**88.81967213**	**82.59016393**	**67.54098361**	**81.96721311**

Key Insights

- **Regional Performance Patterns:** Identified regions with consistently **high or low average evaluation scores**, helping to recognize strong performers and areas needing improvement.
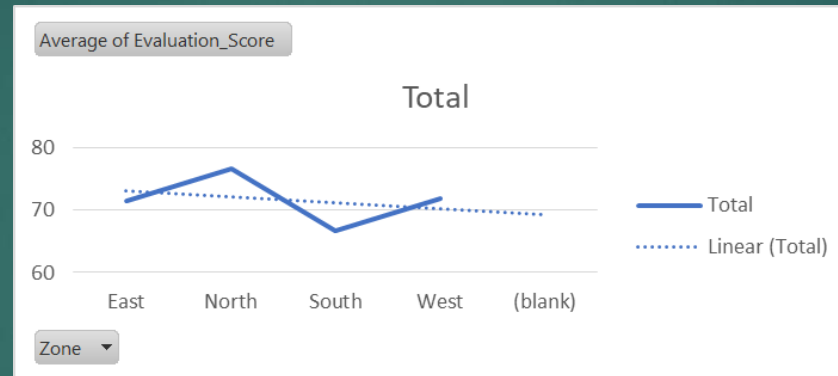
- **Trend Identification:** Tracked **changes in performance scores over time** to uncover emerging trends and shifts in regional performance.

- South Zone needs behavioral and product-knowledge training to lift scores in Discovery and Trial experience.
  Strongest customer interactions and service delivery came from the North Zone.

- Consistency in Store Ambiance across zones reflects effective store-operations management.

Conclusion

- The evaluation reveals that North Zone demonstrates the highest overall performance, while South Zone requires focused development in engagement and brand presentation.

- Sustaining ambiance and first impression scores across zones shows solid operational discipline.

- Visual analytics confirm that consistent training and feedback loops directly improve advisor scores, customer experience, and store sales potential.