

# Performance Analysis Report

## Objective: -

To evaluate associate performance data and provide actionable insights and recommendations for the Business Development Team, as well as tentative projections for the next month will be made.

## Insights: -

### 1] Employee ABC: -

- Average Leads Generated per day: Approximately 6.54 leads are generated per day.
- Average Time Spent per day: On average, approximately 4.8 hours are spent on LG per day.
- Conversion Rate: The conversion rate is approximately 1.13 leads generated per hour.
- Total Leads Generated: A total of 314 leads have been generated over the given time period.

### 2] Employee XYZ: -

- Average Leads Generated per day: Approximately 10.85 leads are generated per day.
- Average Time Spent per day: On average, approximately 6.45 hours are spent on LG per day.
- Conversion Rate: The conversion rate is approximately 1.68 leads generated per hour.
- Total Leads Generated: A total of 445 leads have been generated over the given time period.

### 3] Employee KML: -

- Average Leads Generated per day: Approximately 9.73 leads are generated per day.
- Average Time Spent per day: On average, approximately 6.44 hours are spent on LG per day.
- Conversion Rate: The conversion rate is approximately 1.51 leads generated per hour.
- Total Leads Generated: A total of 1031 leads have been generated over the given time period.

## Projection for Next Month: -

- Project that the current trend, the average leads generated per day is approximately 2.98% of the total leads generated in 30 days.
- The employee KLM generate more leads than employee ABC & XYZ.

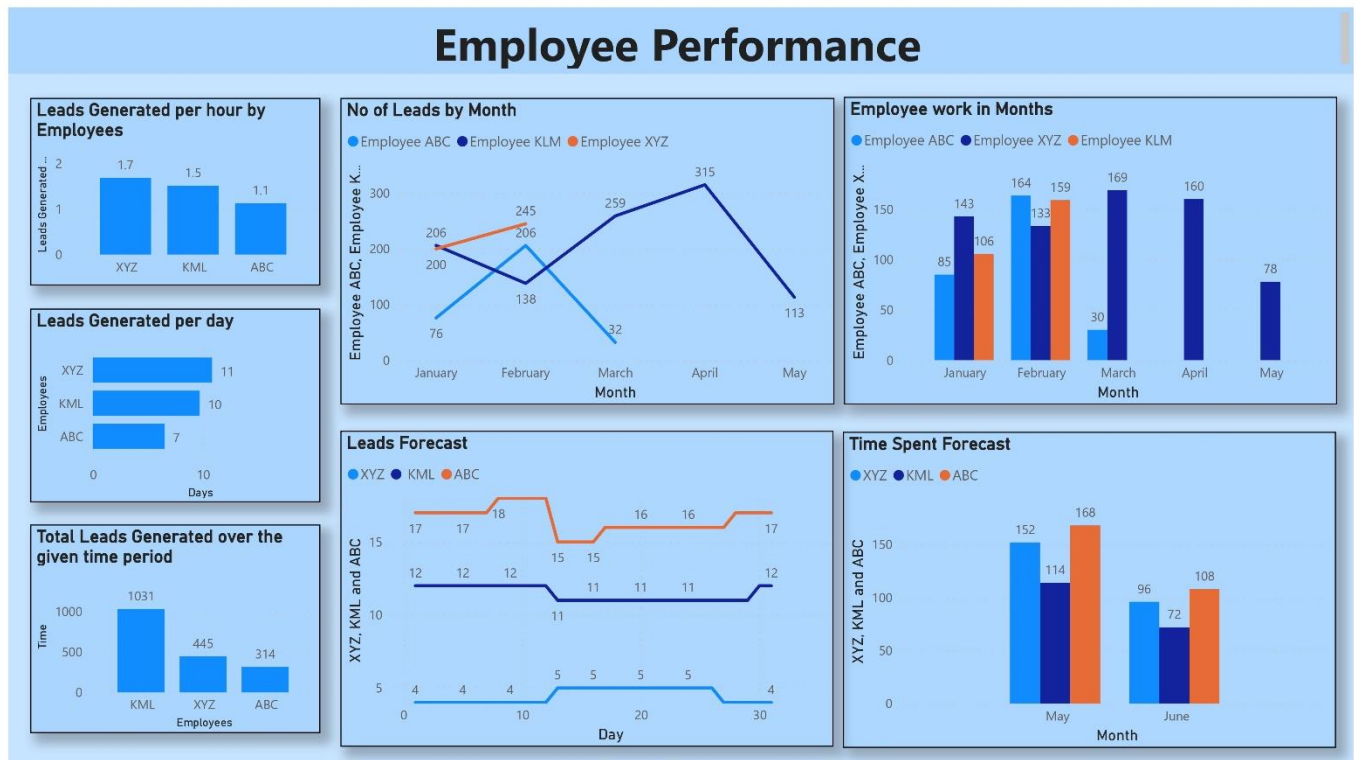
## Recommendations: -

- The team should track their key performance indicators (KPIs), such as leads generated, conversion rate, and close rate, on a regular basis. This will help them to identify which areas need improvement.
- The ABC team is currently spending approximately 288.31 minutes per day on lead generation, this is below the average for the other two teams.
- To improve their performance, they should consider increasing the amount of time they spend on this activity.
- The XYZ team is currently performing well, with an average of 10.85 leads generated per day and a conversion rate of 1.68 leads per hour.
- To maintain their current level of performance, they should continue to focus on the strategies that are working well for them.

## Summary: -

The analysis equips the Business Development Team with valuable insights to optimize their performance. The team can enhance efficiency by focusing on time management, increasing leads generated per day, and refining conversion rates. Continuous monitoring and adaptive strategy adjustments will be pivotal for achieving and exceeding their objectives in the coming months.

## Visuals: -



## Conclusion: -

In this assignment, analyzed associate performance data for the Business Development Team. The dataset included information on the date of lead generation activities, employee names, leads generated, and time spent on lead generation. We examined the performance of three employees: ABC, XYZ, and KML. Each employee exhibited unique patterns of leads generated, time spent on lead generation, and conversion rates. Created visualizations, such as line charts and bar charts, to show the performance trends of employees over time. These visualizations helped identify patterns and trends in leads generated and time spent on lead generation activities. If these trends continue, it can be expected that each employee's leads generated and time spent may follow a similar trajectory in the next month, although accurate projections require additional data and a robust forecasting model.

## Appendix: -

Excel and Power BI were both essential tools for completing this data analytics project. Excel was used to clean and prepare the data, while Power BI was used to create visualizations and report on the findings. By using these tools, I was able to provide the Business Development Team with valuable insights into associate performance. These insights can be used to improve the team's performance and achieve its goals.

All Report Data: - <https://github.com/Vighanesh17/Performance-Analysis-Report>

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