

Assignment: Business Analyst

Assignment 1:

Your task is to analyze this data and provide insights into the performance of individual salespersons and the sales team as a whole. Please identify areas for improvement and suggest actionable strategies that could enhance performance. Additionally, we encourage you to explore the data and propose any other relevant performance metrics that could benefit our company.

The dataset columns include:

- Lead Date: Timestamp of when the lead was entered into our system.
- Lead Source: The source of the lead.
- Name: Customer's name.
- Phone: Customer's phone number.
- Assigned To: Salesperson assigned to the lead.
- Enquiry Destination: Customer's enquired destination, BYOG here denotes a customised trip.
- ExClient: Indicates if the customer has previously traveled with us.
- Status: Current status of the query (converted to booking or not).
- Conversion Date: Date when the lead was converted into a booking.
- Trip: Name of the trip booked.
- Trip Date: Start date of the trip.
- Booking Id: Unique identifier for the booking.
- Pax: Number of people traveling.
- Per Person Cost: Cost per person.
- Total Bill: Total cost of booking.
- Converted By: Salesperson who converted the lead.



Submission Guidelines:

- The presentation should look clean, with crisp insights and supporting charts. Preferred tool for visualisation is Power BI.
- You have 2 days to complete this task and submit by May 21, 2024.
- You must submit your assignment in a drive link which is to be open for everyone to view.

We look forward to your analysis and recommendations. Please let us know if you have any questions or require further information.

