

PERFORMANCE ANALYTICS AND PROJECTIONS FOR BUSINESS DEVELOPMENT

BY AKASH TEWARI

Introduction

This report presents a comprehensive analysis of associate performance data within the Business Development Team, aimed at uncovering actionable insights to enhance efficiency and productivity. The analysis focuses on cleaning and exploring the provided dataset. By leveraging various statistical techniques and data visualization methods, this report seeks to provide a detailed examination of lead generation efficiency, daily performance variability, time management, and other critical metrics.

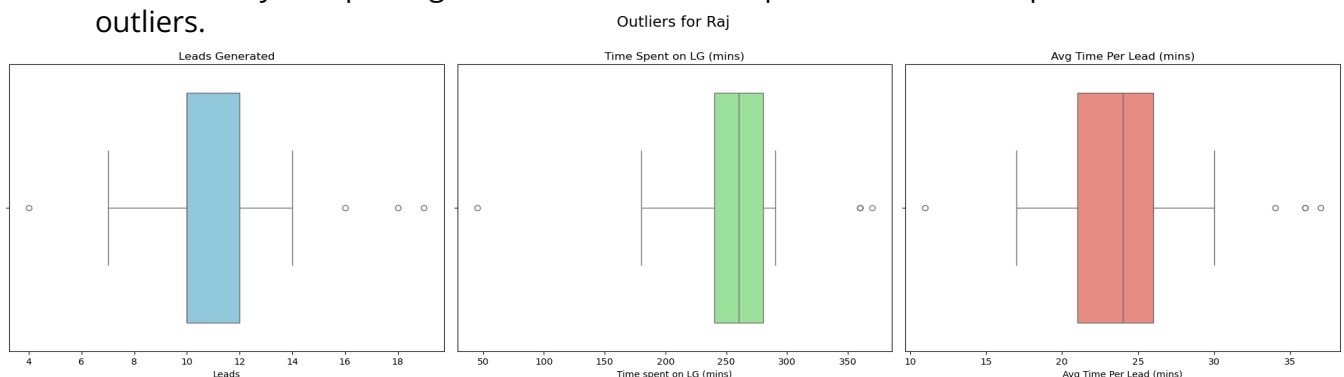
Additionally, the report will include predictive analysis to project future performance, helping the Business Development Team make informed decisions moving forward.

The findings and recommendations derived from this analysis will serve as a guide for optimizing lead generation efforts, enhancing time management, and ultimately driving better outcomes for the team.

EDA AND PERFORMANCE ANALYSIS

- **EDA AND OUTLIERS:**

Data is quite raw and few steps were applied in python to get clean data and then a box plot was plotted to detect the outliers and we came to know that these outliers will be handy in capturing future trends so no steps were taken to cap these outliers.



- **Lead Generation Efficiency:**

Arya's higher efficiency suggests that Arya is better in managing time and generating leads, Arya's efficiency can be used as a benchmark for other Employees.

ASSOCIATE	EFFICIENCY
Raj	0.042230
Arya	0.085114
Ali	0.052842

- **Daily Performance Variability:**

Raj ----- 2.653346

Arya ----- 2.156951

Ali ----- 3.039777

The standard deviation values give insights into how each associate's daily performance in lead generation varies. Ali's higher variability suggests a need for a closer look at the causes of this inconsistency, while Raj and Arya's lower variability indicates more stable and predictable performance

- **Time Management Analysis:**

Correlation

Raj ----- -0.334184

Arya ----- -0.508962

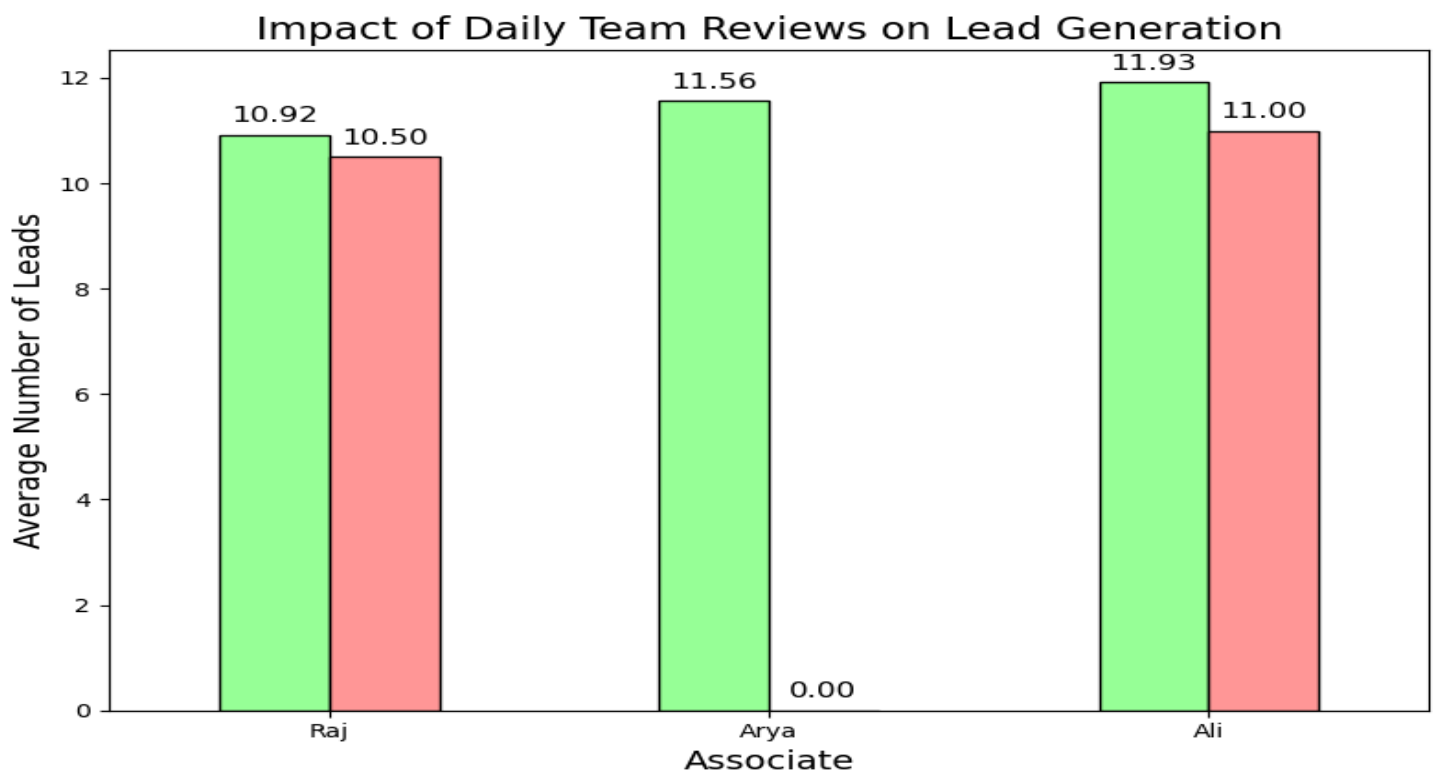
Ali ----- -0.362483

A **negative correlation** implies that as the average time spent per lead increases, the total number of leads generated tends to decrease.

Arya (-0.508962) has the strongest negative correlation, suggesting that for Arya, spending more time per lead is more significantly associated with a decrease in the number of leads generated. Also confirming her high efficiency value

- **Impact of Daily Team Reviews:**

Overall, attending team reviews appears to have a positive impact on lead generation, with Ali showing the most significant improvement when attending reviews. Arya's consistent attendance reflects a strong work ethic or consistent performance.



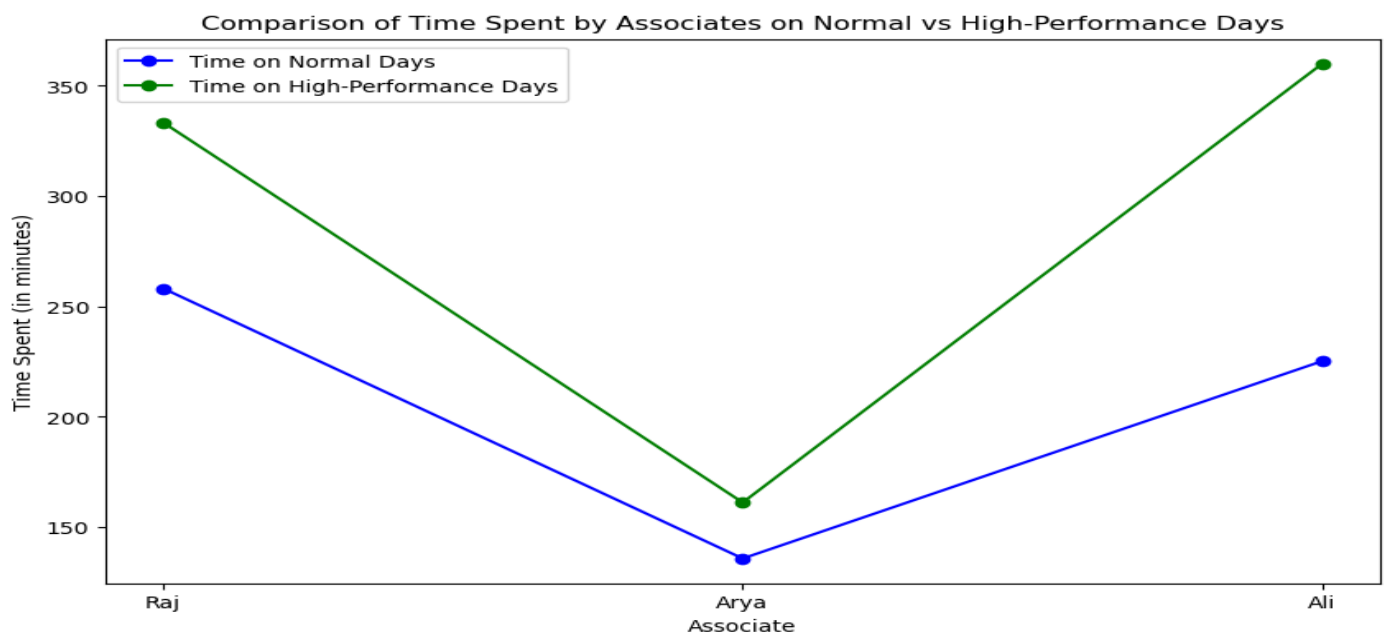
- **Performance Consistency:**

Most Consistent: Arya has the lowest coefficient of variation (18.66%), indicating that her daily lead generation is the most consistent among others

Moderately Consistent: Raj has a coefficient of variation of 24.34%. This indicates that his performance is moderately consistent.

Least Consistent: Ali has the highest coefficient of variation (25.54%), suggesting that his daily lead generation is the most variable.

- **High-Performance Days:**



Avg Time spent on clients on high performance days is higher than avg time spent on clients for all three associates.

- **Impact of Longer Lead Generation Time:**

Optimal Time Threshold for **Raj**: 307.86 minutes

Optimal Time Threshold for **Arya**: 126.62 minutes

Optimal Time Threshold for **Ali**: 259.62 minutes

The optimal time thresholds identified for each associate suggest that beyond these times, there could be significant increases in the number of leads generated.

- **Comparative Day Analysis:**

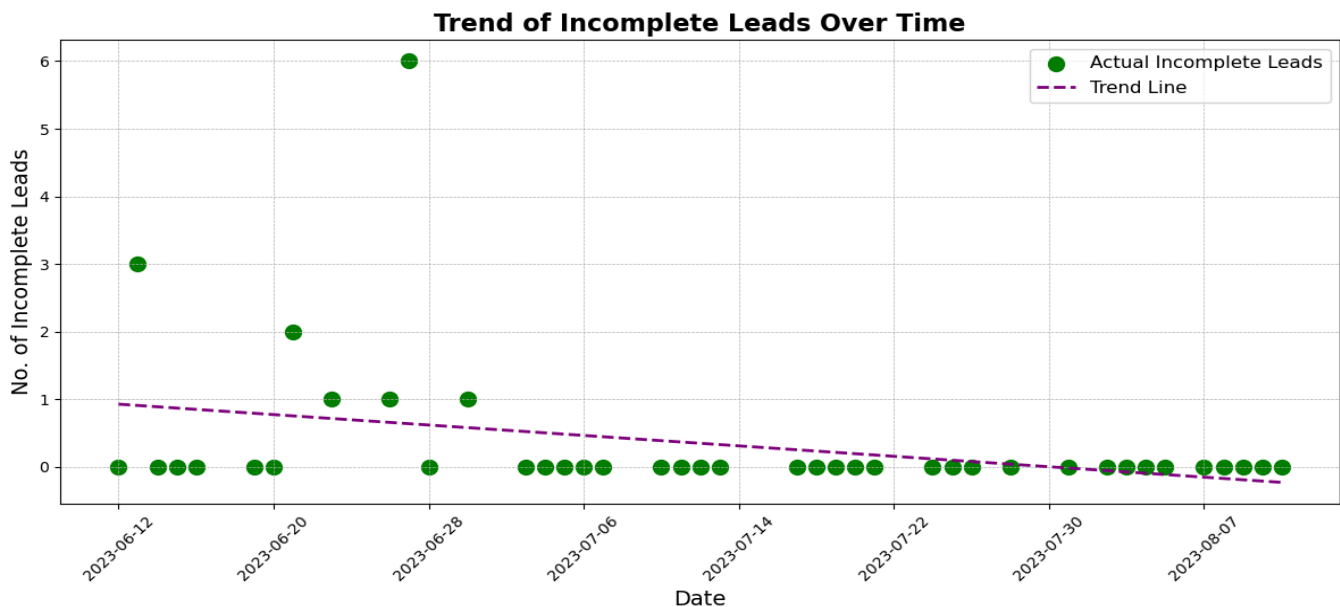
Raj and Ali perform better on weekends(Friday), while Arya performs slightly better on weekdays. The differences in performance are not very large, but they do indicate slight preferences or differences in productivity depending on the day of the week.

- **Incomplete Leads Reduction Over Time:**

Raj is improving in reducing incomplete leads over time.

Arya is improving in reducing incomplete leads over time. but as the number of days missed are very low so it would be better not to say something about improving over time.

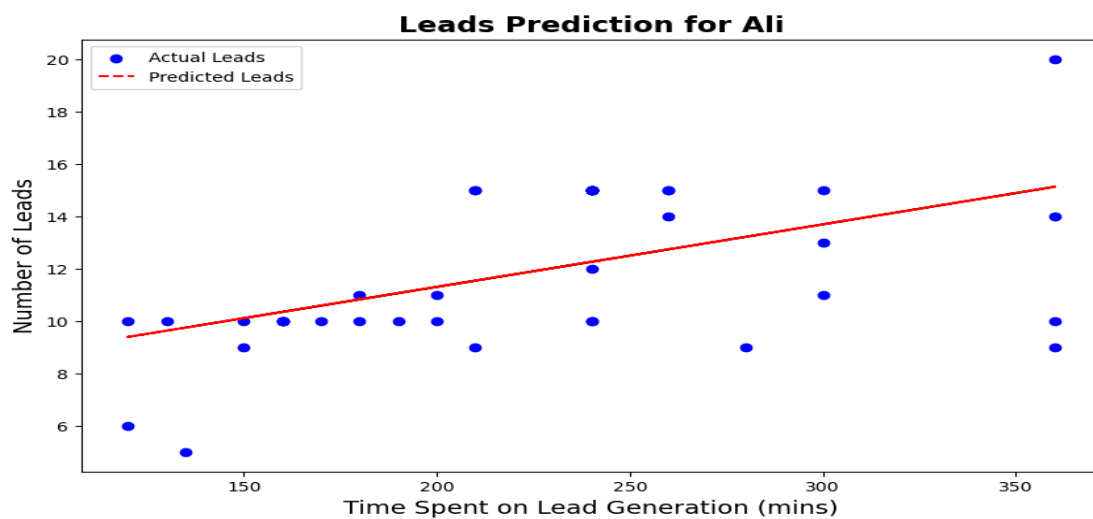
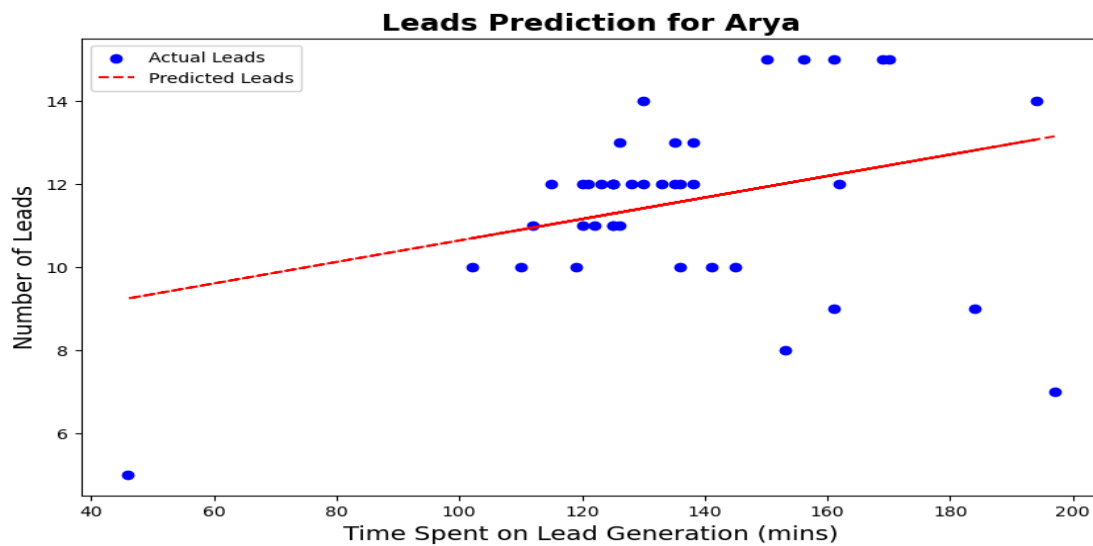
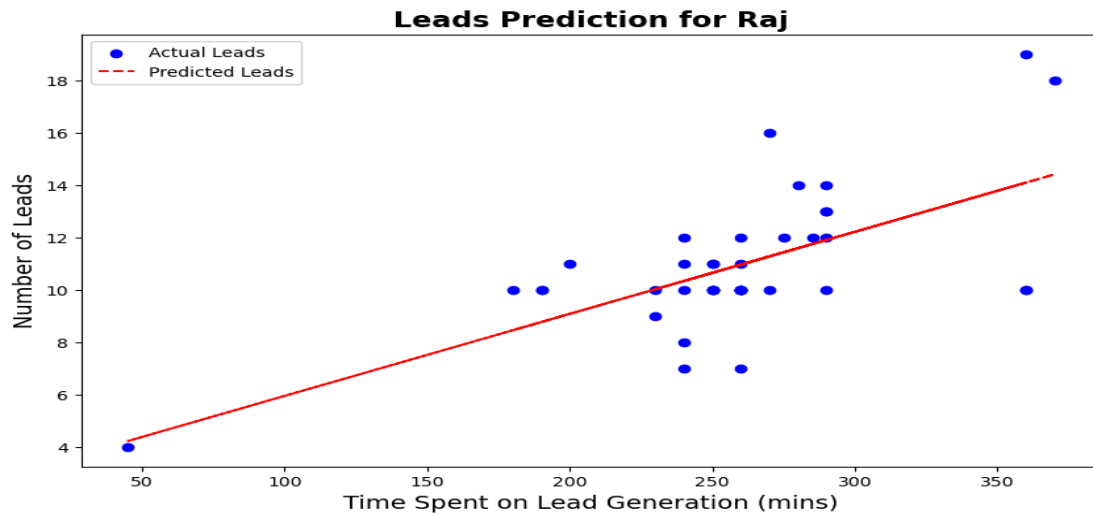
Ali has Same trend as Arya.



- **Predictive Analysis for Lead Generation using simple Linear Regression:**

Model Performance: The linear regression model's predictive power varies significantly between associates. Raj has the highest R-squared value, indicating that the time he spends on lead generation has a more direct correlation with the

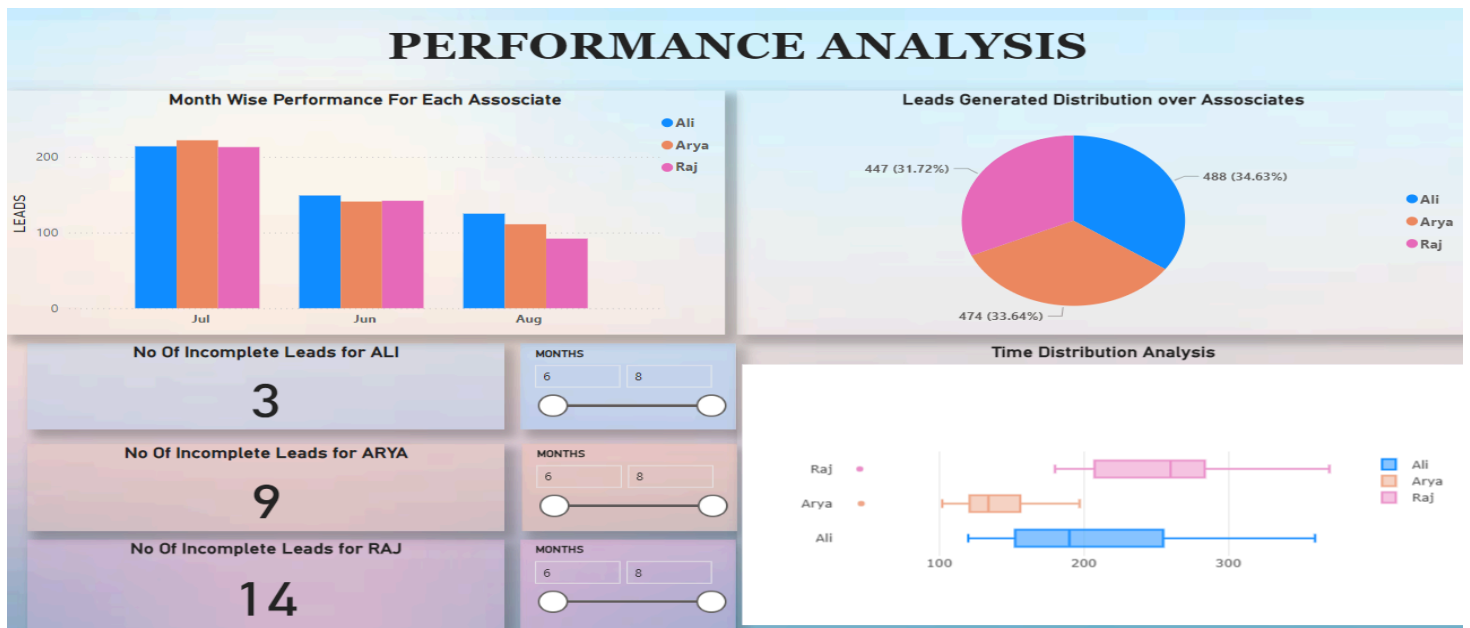
number of leads he generates. In contrast, Arya has the lowest R-squared value, suggesting that time spent is not a strong predictor for her lead generation.

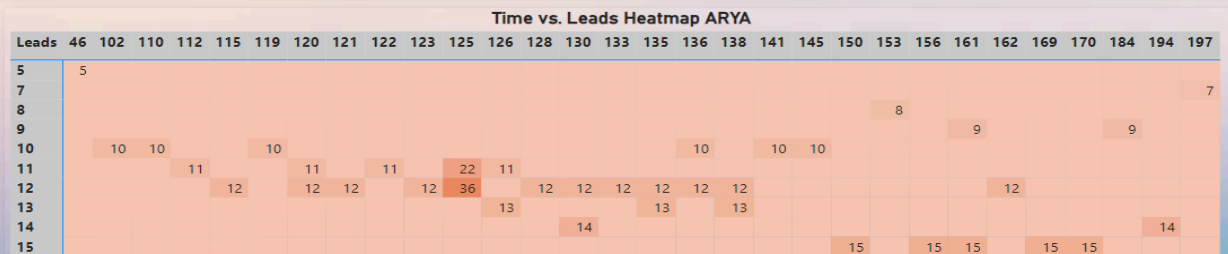
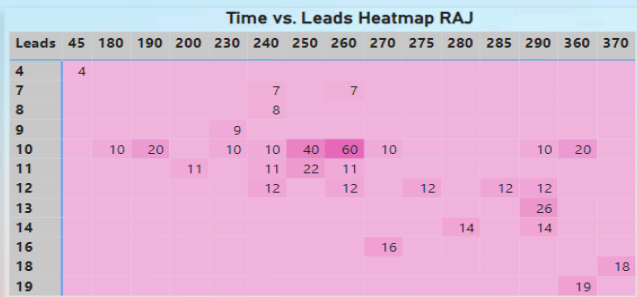
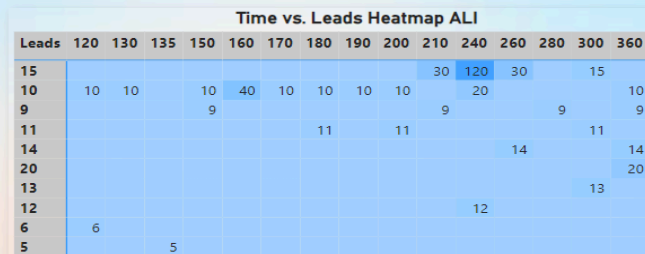


DASHBOARDING

Visuals included in Dashboard

- Performance Trend with Attendance
- Time vs. Leads Heatmap
- Monthly Performance Comparison
- Daily Incomplete Leads Trend
- Time Distribution Analysis





RECOMMENDATIONS:

- **Performance Insights -**

Arya's higher efficiency suggests that Arya is better at managing time and generating leads, possibly due to more effective strategies, techniques, or higher skill levels.

Training and Support: - Sharing Arya's successful strategies with Ali and Raj could help raise their efficiency levels.

Resource Allocation: - Employees with higher efficiency may be assigned more critical or complex tasks due to their better performance in generating leads.

- **Time Management -**

Negative Correlation: - A negative correlation implies that as the average time spent per lead increases, the total number of leads generated tends to decrease.

Actionable Insights: - Arya might benefit from strategies aimed at reducing the average time spent per lead without compromising lead quality, as this could lead to an increase in the number of leads generated.

Ali and Raj could also explore ways to streamline their lead generation process to improve efficiency, though the urgency might be less compared to Arya.

- **Impact of Daily Team Reviews -**

Overall, attending team reviews appears to have a positive impact on lead generation, with Ali showing the most significant improvement when attending reviews. So the business development team should insist associates to attend the meets

- **Performance Consistency -**

Stable Performance: Arya's daily performance has less fluctuation relative to her average, suggesting a stable approach to lead generation.

Potential for Improvement: While Raj's performance is fairly consistent, there is room to reduce variability and aim for a lower CV.

Inconsistent Performance: Ali's performance fluctuates more significantly compared to Arya and Raj. This could indicate inconsistencies in his work habits or external factors affecting his daily output. And there is room for improvement.

- **Breakpoint Analysis -**

Identifying breakpoints for the associates help us to determine the time(spend with leads) after which the performance of the associates significantly increases in generating leads.

The threshold values imply that each associate has a different optimal time for maximizing leads. Arya's threshold is significantly lower, which may indicate higher efficiency or a different approach to lead generation compared to Raj and Ali.

Setting the incentive for Associates for time spent with leads depending upon their threshold will drive employees to work beyond threshold time and eventually increase lead generation.

THANKYOU