



SALESPEOPLE PERFORMANCE REPORT

2023



Prepared for
**UNIVERSAL EXPORT
SOUTHAMPTON
UNITED KINGDOM**

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LETTER FROM THE CEO

Dear Valued Salesperson,

We are delighted to share this performance report for the year 2023 with you. It will provide you a detailed analysis of individual sales performances, our customer acquisition ability, and an overview of our margins through profitable products.

Your dedication and determination is extremely appreciated as it has helped the company reach where it stands today. We admire your hard work and look forward to utilising the findings to further our success in 2024.

Best Regards,
XYZ
CEO
Universal Export



Revenue

£1040M



Profit

£467M



Margin

44.92%

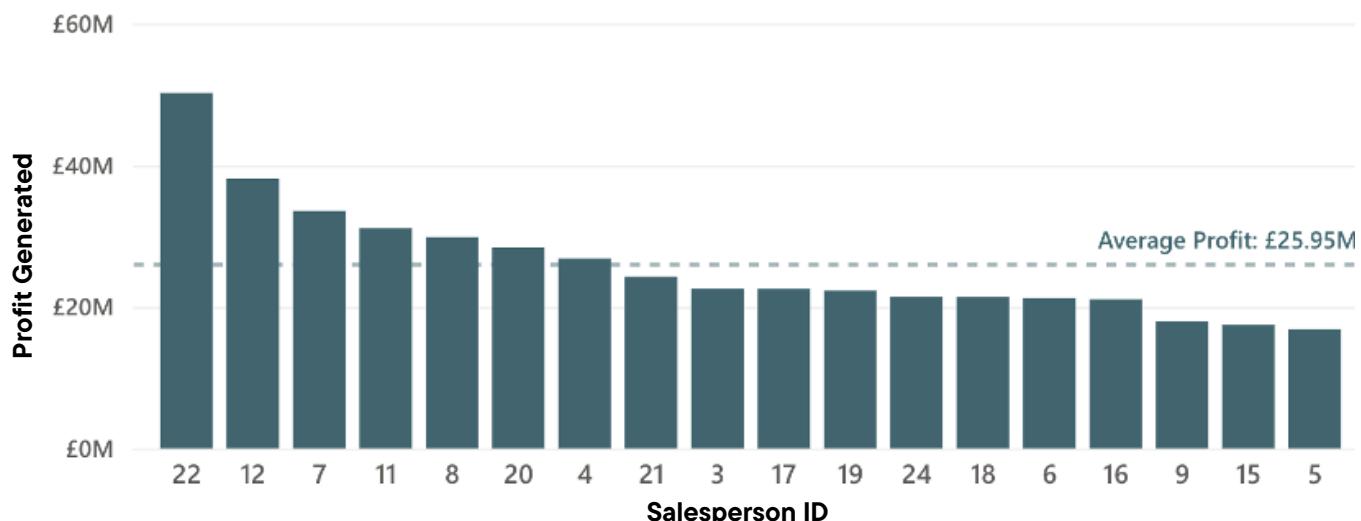
SALES AND PROFIT

Salesperson 12 and 7 generated substantial profits of £38 and £34 millions sequentially.

Sales and Profit by Salesperson

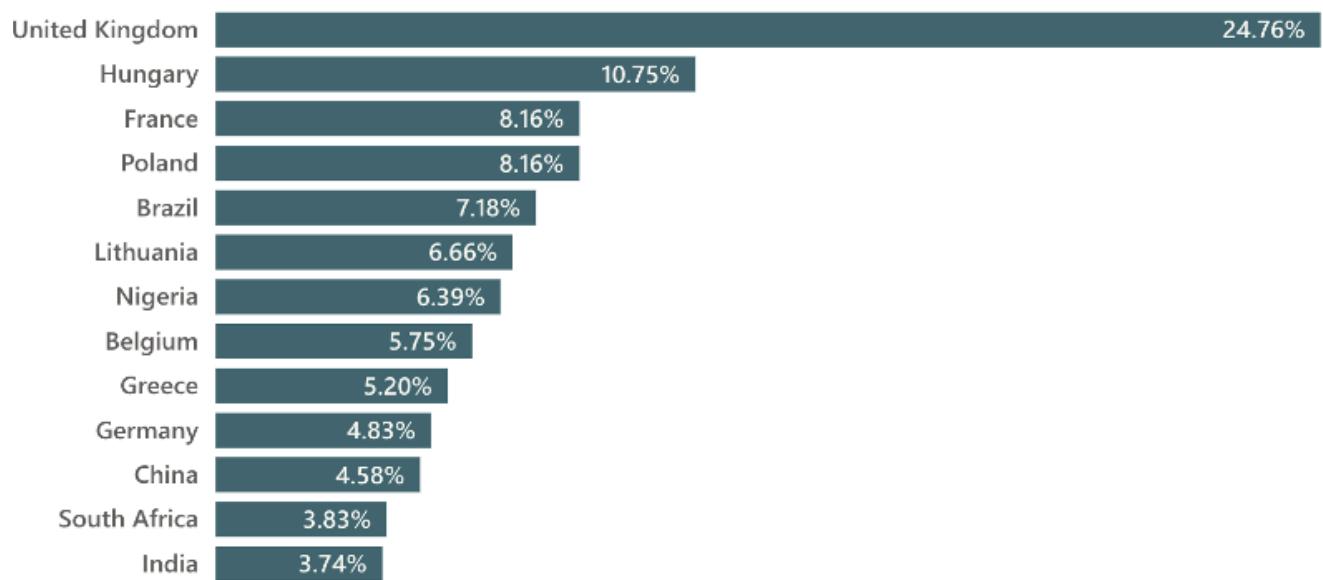
Salesperson ID	Nationality	Sales Generated	Profit Generated
22	Hungary	£112M	£50M
12	Poland	£85M	£38M
7	Brazil	£75M	£34M
11	Lithuania	£69M	£31M
8	Nigeria	£66M	£30M
20	United Kingdom	£63M	£28M
4	Belgium	£60M	£27M
21	Greece	£54M	£24M
3	Germany	£50M	£23M
17	United Kingdom	£50M	£23M
19	United Kingdom	£50M	£22M
24	China	£48M	£21M
18	United Kingdom	£47M	£21M
6	France	£47M	£21M
16	United Kingdom	£47M	£21M
9	South Africa	£40M	£18M
15	India	£39M	£17M
5	France	£37M	£17M

The average profit generated by each salesperson was £25.95 millions, and 7 salespeople outperformed the average performance.



SALES AND PROFIT

On analysing the salespeople's performance based on nationality, it was found that the salespeople from UK generated almost 25% of our profit. The salespeople from Hungary were responsible for 10.75% of the profit, while the ones from France and Poland contributed 8.16% each.



Salesperson Profit Generation by their Nationality



PERFORMER OF THE YEAR

Analysing the profit and sales generated by all the salespeople, salesperson with ID 22 is our performer of the year 2023 for generating a profit of £50 million from sales worth £113 millions.



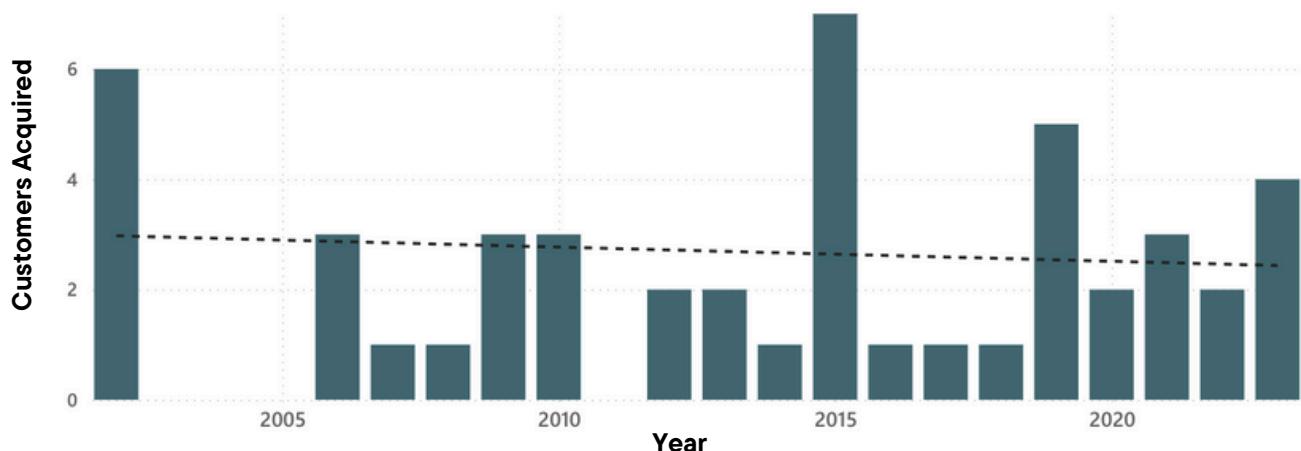
Therefore, salesperson 22 emerges as the top candidate for promotion performing way better than other team members. Salespeople 12 and 7 are also favourable candidates for a promotion..



CUSTOMER ACQUISITION

With heavy irregularity in acquisition of customers through the years, our company has been able to acquire 4 new customers this year. Even though the number of customers acquired each year are not very consistent, the company has managed to acquire 2 or more customers congruously in the last 5 years.

Customer Acquisition through the Years



These new customers NBF, Kuba, Charis Vision, and Liberte were acquired by our salespeople 5, 4, 22, and 12 respectively. Also, these new consumers contributed to nearly £44 millions of sales, and £19.68 millions of our profits.

Customers Acquired in 2023

Customer Name	Customer Country	Salesperson ID	Sales Generated	Profit Generated
NBF	Calais	5	£12.54M	£5.71M
Kuba	Warsaw	4	£10.85M	£4.87M
Charis Vision	Nicosia	22	£10.59M	£4.68M
Liberte	Paris	12	£9.99M	£4.42M
Total		12	£43.97M	£19.68M

- * This increase in the customer base depicts a 9.09% increase in the total number of customers of the company.

9.09% 
Increase in Customer Base

UNDERSTANDING COMPANY MARGIN

The overall margin of our collective portfolio with 109 products is 96%.

96%

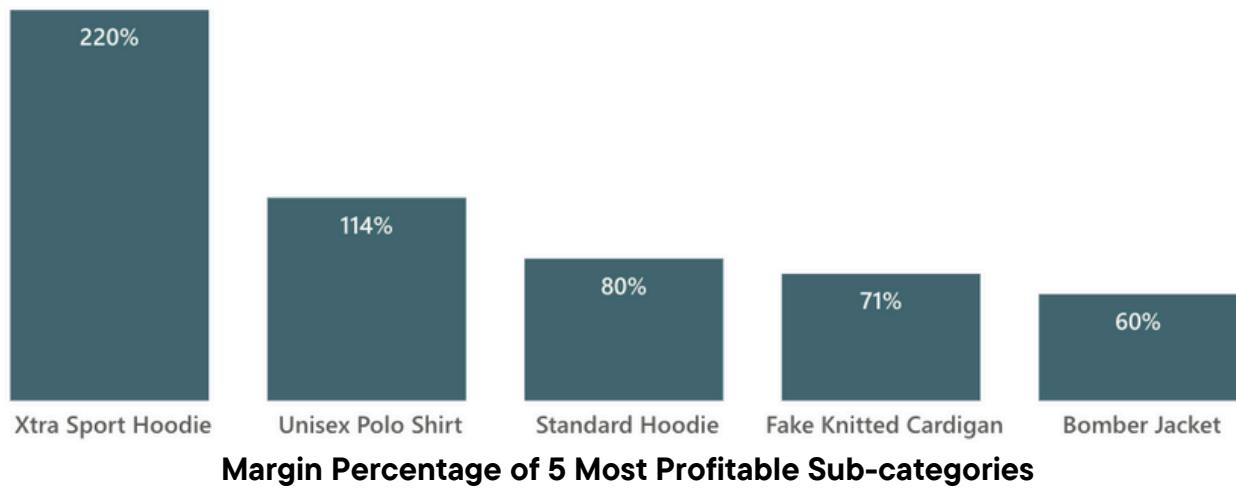
Average Margin of Product Portfolio

In 2023, top 5 profitable product sub-categories accounted for £331 millions of our profit, with Xtra Sport Hoodie contributing the highest £88 millions to the profit.



UNDERSTANDING COMPANY MARGIN

An analysis of these products displayed a varying margin percentage, ranging from 60% to 220%.



A closer contrast of these 5 products' sub-categories with the Profit generated and the quantity of sales provided us with some crucial insights.



Xtra Sport Hoodie, Unisex Polo Shirt, and Standard Hoodies, all observed a sale of about 8 million units. But their profit margins depict a stark difference in their recorded profits, with Xtra Sport Hoodie recording the highest profit.

Similarly, Fake Knitted Cardigans selling just 5.2 million units bring in more profit than Unisex Polo Shirt, and Standard Hoodies due to their high margin.

Therefore, we can say that setting an appropriate margin is the key to profitability.

To sum it up:

- The company observed exceptional performance in sales, with the top performer being our salesperson 22 from Hungary.
- We were able to increase our consumer base by 9.09% in 2023.
- With an average portfolio margin of 96%, the company's analysis to most profitable products marked Xtra Sport Hoodie sub-category as the leading product with a margin of 220%.

Once again, thanking you for all your hard work and contribution in our success!

