PERFORMANCE ANALYSIS

**INSIGHTS**

* Opportunities raised by SDR’s (311) are more than AE’s (307).
* AE (1,4,5,8,6) have low productivity rate
* AE 5 have raised the least number of opportunities i.e., 13.
* SDR 9 and 10 have sent the least number of emails and raised 4 and 2 opportunities respectively.
* SDR’s have almost double outbound calls than AE whereas, AE have sent twice the times of emails than SDR’s.
* AE 3 sent 1129(Highest) number of emails out of which 32.5% of emails were reverted. All the employees should follow the AE 3 pattern and format of sending emails to increase productivity.
* SDR 4 have the highest outbound calls i.e., 1834.
* TOTAL OUTBOUND CALLS – 16238
* TOTAL OPPORTUNITIES LOST – 49 Bn
* TOTAL OPPORTUNITIES WON – 10Bn
* TOTAL OPPORTUNITIES RAISED – 618
* TOTAL EMAILS SENT – 9074
* TOTAL EMAILS RECEIVED – 3441

**DAX USED**

* Calculate
* Sum
* Switch
* Nested IF

**VISUALIZATIONS USED**

* Donut chart
* Buttons
* Stacked Bar chart
* Slicer
* Card
* Tables