

Sales Leadership

Database

Project Deliverable 3

Danzel Barber

Sales Leadership Database – Purpose: Sales rep effectiveness and mentorship

- Data Management Problems

In today's data-driven world, the real challenge isn't having too little information — it's knowing how to use the data in a meaningful way. New sales leaders are often expected to manage teams they didn't hire, with little to no context on each rep's past performance or development history. While some reps may consistently meet goals, others need targeted coaching to improve — and replacing a rep can take over a year to see ROI. That's why retaining and developing existing talent is so important.

This database is designed to help new sales leaders make better, faster decisions by giving them access to key information like performance trends, coaching sessions, mentorship assignments, and sales outcomes — all in one place. With everything organized and easy to query, leaders can quickly identify where to focus their time and how to support their team more effectively from the start.

- Motivation

The motivation for this database design is to equip new sales leaders with timely, centralized access to critical performance and coaching data that often exists elsewhere in disparate systems or larger data warehouses. In most cases, sales leaders are expected to deliver immediate results without the benefit of a ramp-up period. Unlike sales reps, they are held accountable from day one. This design supports faster, data-informed decision-making by consolidating key insights into a structured and accessible format, enabling leaders to identify trends, provide targeted coaching, and improve team performance more efficiently.

- Potential benefits & users

This database offers several key benefits for sales leadership, including real-time visibility into rep performance, improved quota attainment, more consistent coaching practices, and ultimately, better rep retention and growth. It supports scalable strategies

that help individual contributors succeed while giving leaders the insights they need to make data-driven decisions.

Beyond sales leadership, the database can be valuable to other teams as well. Once a proven coaching and performance model is established, Sales Enablement can use it to train new teams, Human Resources can use the data to support hiring and development decisions, and Revenue Operations can apply it to optimize processes like sales planning and territory assignments.

Business Rules

A **Sales Rep** is a core member of the sales team. Attributes include: rep_id (identifier), first_name, last_name, email, hire_date, territory_id (FK), leader_id (FK), mentor_id (FK), and mentor. Each Sales Rep must be assigned to one **Sales Leader** and one **Territory**. A Sales Rep may also be mentored by another Sales Rep through the **Mentor** entity. A mentor may be assigned to multiple Sales Reps, but each mentoring record connects to only one mentor.

Sales Reps are evaluated through **Performance Reviews**. Each review must be tied to one Sales Rep and one Sales Leader. Attributes of Performance_Review include: review_id (identifier), review_date, type, rep_id (FK), and leader_id (FK).

There are two **overlapping subtypes** of Performance Review: Sales_Review and Rep_Review. A single Performance_Review **can belong to one, both, or neither** of these subtypes:

- Sales_Review includes quota_attainment_pct and no_deals_closed.
- Rep_Review includes rating and notes.

Sales Reps also participate in **Coaching Sessions** conducted by Sales Leaders. Each Coaching Session must involve one Sales Leader, one Sales Rep, and one Training Module. Coaching_Session attributes include: session_id (identifier), session_date, duration_minutes, focus_area, rep_id (FK), leader_id (FK), and module_id (FK). Each Sales Rep and Leader may participate in multiple Coaching Sessions.

Training Modules are used during Coaching Sessions and include: module_id (identifier), title, topic, and duration_minutes. A module may be used in multiple Coaching Sessions but must be associated with at least one when applied.

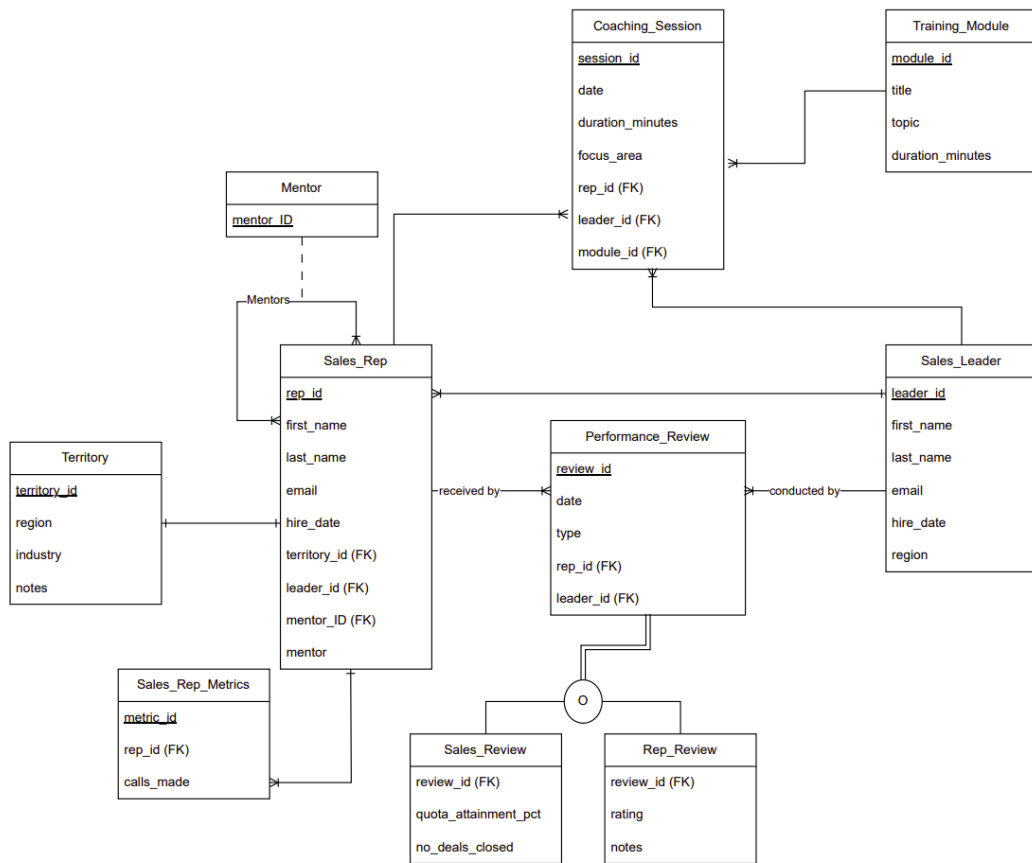
Sales performance is also tracked in the **Sales_Rep_Metrics** entity, which includes: metric_id (identifier), rep_id (FK), metric_date, and calls_made. Each Sales Rep may have multiple performance entries over time, but each metric record must be linked to one Sales Rep.

A **Sales Leader** is responsible for managing at least one Sales Rep. Attributes include: leader_id (identifier), first_name, last_name, email, hire_date, and region. Sales Leaders conduct Coaching Sessions and Performance Reviews.

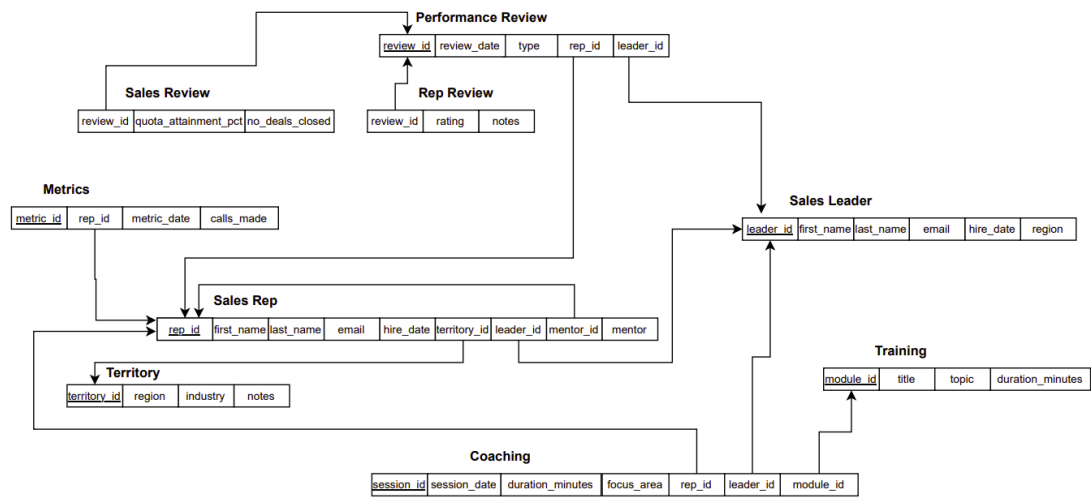
Territories define sales coverage and include: territory_id (identifier), region, industry, and notes. Each Territory must be assigned to at least one Sales Rep. A Sales Leader may oversee multiple Territories indirectly through their assigned reps.

Mentors are modeled as a separate entity and include: mentor_id (identifier), and a related rep_id (FK) that links to the Sales Rep acting as the mentor. A mentor may guide multiple reps, but each entry references one mentor.

EERD



Third Normal Form



SQL Table Registration

```
1  ⊖ CREATE TABLE Territory (  
2      territory_id INT AUTO_INCREMENT,  
3      region VARCHAR(50),  
4      industry VARCHAR(100),  
5      notes TEXT,  
6      CONSTRAINT Territory_PK PRIMARY KEY (territory_id)  
7  ) ENGINE=InnoDB;
```

```
1  • ⊖ CREATE TABLE Sales_Leader (  
2      leader_id INT AUTO_INCREMENT,  
3      first_name VARCHAR(50) NOT NULL,  
4      last_name VARCHAR(50) NOT NULL,  
5      email VARCHAR(100) UNIQUE NOT NULL,  
6      hire_date DATE NOT NULL,  
7      region VARCHAR(100),  
8      CONSTRAINT Sales_Leader_PK PRIMARY KEY (leader_id)  
9  ) ENGINE=InnoDB;
```

```
1  • ⊖ CREATE TABLE Mentor (  
2      mentor_id INT AUTO_INCREMENT,  
3      rep_id INT,  
4      CONSTRAINT Mentor_PK PRIMARY KEY (mentor_id)  
5  ) ENGINE=InnoDB;
```



```

1  CREATE TABLE Sales_Rep (
2      rep_id INT AUTO_INCREMENT,
3      first_name VARCHAR(50),
4      last_name VARCHAR(50),
5      email VARCHAR(100),
6      hire_date DATE,
7      territory_id INT,
8      leader_id INT,
9      mentor_id INT,
10     mentor INT,
11     CONSTRAINT Sales_Rep_PK PRIMARY KEY (rep_id),
12     CONSTRAINT Sales_Rep_FK_Territory FOREIGN KEY (territory_id) REFERENCES Territory(territory_id),
13     CONSTRAINT Sales_Rep_FK_Leader FOREIGN KEY (leader_id) REFERENCES Sales_Leader(leader_id),
14     CONSTRAINT Sales_Rep_FK_Mentor FOREIGN KEY (mentor_id) REFERENCES Mentor(mentor_id)
15 ) ENGINE=InnoDB;

```

```

1  CREATE TABLE Training_Module (
2      module_id INT AUTO_INCREMENT,
3      title VARCHAR(100),
4      topic VARCHAR(100),
5      duration_minutes INT,
6      CONSTRAINT Training_Module_PK PRIMARY KEY (module_id)
7 ) ENGINE=InnoDB;

```

```

1  CREATE TABLE Coaching_Session (
2      session_id INT AUTO_INCREMENT,
3      session_date DATE NOT NULL,
4      duration_minutes INT,
5      focus_area VARCHAR(100),
6      rep_id INT,
7      leader_id INT,
8      module_id INT,
9      CONSTRAINT Coaching_Session_PK PRIMARY KEY (session_id),
10     CONSTRAINT Coaching_Session_FK_Rep FOREIGN KEY (rep_id) REFERENCES Sales_Rep(rep_id),
11     CONSTRAINT Coaching_Session_FK_Leader FOREIGN KEY (leader_id) REFERENCES Sales_Leader(leader_id),
12     CONSTRAINT Coaching_Session_FK_Module FOREIGN KEY (module_id) REFERENCES Training_Module(module_id)
13 ) ENGINE=InnoDB;

```

```
1  CREATE TABLE Performance_Review (  
2      review_id INT AUTO_INCREMENT,  
3      review_date DATE,  
4      type VARCHAR(50),  
5      rep_id INT,  
6      leader_id INT,  
7      CONSTRAINT Performance_Review_PK PRIMARY KEY (review_id),  
8      CONSTRAINT Performance_Review_FK_Rep FOREIGN KEY (rep_id) REFERENCES Sales_Rep(rep_id),  
9      CONSTRAINT Performance_Review_FK_Leader FOREIGN KEY (leader_id) REFERENCES Sales_Leader(leader_id)  
10 ) ENGINE=InnoDB;
```

```
1  CREATE TABLE Sales_Review (  
2      review_id INT,  
3      quota_attainment_pct DECIMAL(5,2),  
4      no_deals_closed INT,  
5      CONSTRAINT Sales_Review_PK PRIMARY KEY (review_id),  
6      CONSTRAINT Sales_Review_FK FOREIGN KEY (review_id) REFERENCES Performance_Review(review_id)  
7 ) ENGINE=InnoDB;
```

```
1  CREATE TABLE Rep_Review (  
2      review_id INT,  
3      rating INT,  
4      notes TEXT,  
5      CONSTRAINT Rep_Review_PK PRIMARY KEY (review_id),  
6      CONSTRAINT Rep_Review_FK FOREIGN KEY (review_id) REFERENCES Performance_Review(review_id)  
7 ) ENGINE=InnoDB;
```

```
1  CREATE TABLE Sales_Rep_Metrics (  
2      metric_id INT AUTO_INCREMENT,  
3      rep_id INT,  
4      metric_date DATE,  
5      calls_made INT,  
6      CONSTRAINT Sales_Rep_Metrics_PK PRIMARY KEY (metric_id),  
7      CONSTRAINT Sales_Rep_Metrics_FK FOREIGN KEY (rep_id) REFERENCES Sales_Rep(rep_id)  
8 ) ENGINE=InnoDB;
```

Data for SQL Tables

```

1  INSERT INTO Territory (territory_id, region, industry, notes) VALUES
2  (1, 'West', 'Higher Education', 'Focus on community colleges'),
3  (2, 'East', 'Healthcare', 'Emerging sales vertical'),
4  (3, 'Central', 'Financial Services', 'Focus on large banks and fintechs'),
5  (4, 'South', 'Technology', 'Targeting SaaS and IT services'),
6  (5, 'Midwest', 'Government', 'Includes public sector and defense accounts');

```

```

1  • INSERT INTO Sales_Leader (leader_id, first_name, last_name, email, hire_date, region) VALUES
2  (1, 'Alex', 'Gomez', 'agomez@company.com', '2021-02-15', 'West, Central, Midwest'),
3  (2, 'Taylor', 'Nguyen', 'tnguyen@company.com', '2020-11-01', 'East, South');

```

```

1  • INSERT INTO Mentor (mentor_id, rep_id) VALUES
2  (1, 1),
3  (2, 2);

```

```

1  • ⊖ INSERT INTO Sales_Rep (
2      rep_id, first_name, last_name, email, hire_date,
3      territory_id, leader_id, mentor_id, mentor
4  ) VALUES
5  (1, 'Jordan', 'Lee', 'jlee@company.com', '2023-06-01', 1, 1, 1, NULL),
6  (2, 'Casey', 'Smith', 'csmith@company.com', '2023-08-20', 2, 2, 2, NULL),
7  (3, 'Morgan', 'Diaz', 'mdiaz@company.com', '2023-09-12', 3, 1, NULL, 1),
8  (4, 'Jamie', 'Patel', 'jpatel@company.com', '2023-10-05', 4, 2, NULL, 2),
9  (5, 'Reese', 'Campbell', 'rcampbell@company.com', '2024-01-15', 5, 1, NULL, 1);

```

```

1  • INSERT INTO Training_Module (module_id, title, topic, duration_minutes) VALUES
2  (1, 'Effective Cold Calling', 'Prospecting', 60),
3  (2, 'Pipeline Management', 'CRM Optimization', 45);

```

```

1  • INSERT INTO Coaching_Session (session_id, session_date, duration_minutes, focus_area, rep_id, leader_id, module_id) VALUES
2  (1, '2024-03-01', 30, 'Objection Handling', 1, 1, 1),
3  (2, '2024-03-02', 45, 'CRM Training', 2, 1, 2),
4  (3, '2024-04-02', 40, 'Discovery Call Techniques', 3, 1, 1),
5  (4, '2024-04-03', 35, 'Overcoming Objections', 4, 2, 2),
6  (5, '2024-04-03', 30, 'Demo Best Practices', 5, 1, 1);

```

```

1 • INSERT INTO Performance_Review (review_id, review_date, type, rep_id, leader_id) VALUES
2   (1, '2024-03-10', 'In Person', 1, 1),
3   (2, '2024-03-15', 'Virtual', 2, 2),
4   (3, '2024-04-05', 'In Person', 3, 1),
5   (4, '2024-04-06', 'Virtual', 4, 2),
6   (5, '2024-04-06', 'In Person', 5, 1);

```

```

1 • INSERT INTO Sales_Review (review_id, quota_attainment_pct, no_deals_closed) VALUES
2   (1, 87.50, 12),
3   (2, 92.00, 15),
4   (3, 85.00, 10),
5   (4, 88.50, 11),
6   (5, 91.00, 13);

```

```

1 • INSERT INTO Rep_Review (review_id, rating, notes) VALUES
2   (1, 4, 'Shows strong initiative but needs follow-up improvement. '),
3   (2, 5, 'Consistently exceeds expectations. '),
4   (3, 4, 'Solid effort – improving pipeline management. '),
5   (4, 5, 'Very coachable and highly proactive. '),
6   (5, 5, 'Top performer this cycle – great momentum. ');

```

```

1 • INSERT INTO Sales_Rep_Metrics (metric_id, rep_id, metric_date, calls_made) VALUES
2   (1, 1, '2024-03-01', 35),
3   (2, 1, '2024-03-02', 28),
4   (3, 2, '2024-03-01', 42),
5   (4, 3, '2024-04-01', 38),
6   (5, 4, '2024-04-01', 41),
7   (6, 5, '2024-04-01', 36);

```

Table Records - SELECT * and DESC Statements

Territory

- Select *

	territory_id	region	industry	notes
	1	West	Higher Education	Focus on community colleges
	2	East	Healthcare	Emerging sales vertical
	3	Central	Financial Services	Focus on large banks and fintechs
	4	South	Technology	Targeting SaaS and IT services
	5	Midwest	Government	Includes public sector and defense accounts
	NULL	NULL	NULL	NULL

- DESC

	Field	Type	Null	Key	Default	Extra
	territory_id	int	NO	PRI	NULL	auto_increment
	region	varchar(50)	YES		NULL	
	industry	varchar(100)	YES		NULL	
	notes	text	YES		NULL	

Sales_Leader

- Select *

	leader_id	first_name	last_name	email	hire_date	region
	1	Alex	Gomez	agomez@company.com	2021-02-15	West, Central, Midwest
	2	Taylor	Nguyen	tnguyen@company.com	2020-11-01	East, South
	NULL	NULL	NULL	NULL	NULL	NULL

- DESC

	Field	Type	Null	Key	Default	Extra	
	leader_id	int	NO	PRI	NULL	auto_increment	
	first_name	varchar(50)	NO		NULL		
	last_name	varchar(50)	NO		NULL		
	email	varchar(100)	NO	UNI	NULL		
	hire_date	date	NO		NULL		
	region	varchar(100)	YES		NULL		

Mentor

- **Select ***






	mentor_id	rep_id	
	1	1	
	2	2	
	NULL	NULL	

- **DESC**

	Field	Type	Null	Key	Default	Extra	
	mentor_id	int	NO	PRI	NULL	auto_increment	
	rep_id	int	YES		NULL		

Sales_Rep

- **Select ***

Result Grid										
Filter Rows: <input type="text" value="Search"/>										
Edit:   										
Export/Import:  										
	rep_id	first_name	last_name	email	hire_date	territory_id	leader_id	mentor_id	mentor	
	1	Jordan	Lee	jlee@company.com	2023-06-01	1	1	1	NULL	
	2	Casey	Smith	csmith@company.com	2023-08-20	2	2	2	NULL	
	3	Morgan	Diaz	mdiaz@company.com	2023-09-12	3	1	NULL	1	
	4	Jamie	Patel	jpatel@company.com	2023-10-05	4	2	NULL	2	
	5	Reese	Campbell	rcampbell@company.com	2024-01-15	5	1	NULL	1	
	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	

- DESC

	Field	Type	Null	Key	Default	Extra	
	rep_id	int	NO	PRI	NULL	auto_increment	
	first_name	varchar(50)	YES		NULL		
	last_name	varchar(50)	YES		NULL		
	email	varchar(100)	YES		NULL		
	hire_date	date	YES		NULL		
	territory_id	int	YES	MUL	NULL		
	leader_id	int	YES	MUL	NULL		
	mentor_id	int	YES	MUL	NULL		
	mentor	int	YES		NULL		

Training_Module

- Select *

	module_id	title	topic	duration_minutes	
	1	Effective Cold Calling	Prospecting	60	
	2	Pipeline Management	CRM Optimization	45	
	NULL	NULL	NULL	NULL	

- DESC

	Field	Type	Null	Key	Default	Extra	
	module_id	int	NO	PRI	NULL	auto_increment	
	title	varchar(100)	YES		NULL		
	topic	varchar(100)	YES		NULL		
	duration_minutes	int	YES		NULL		

Coaching_Session

- Select *

	session_id	session_date	duration_minutes	focus_area	rep_id	leader_id	module_id	
	1	2024-03-01	30	Objection Handling	1	1	1	
	2	2024-03-02	45	CRM Training	2	2	2	
	3	2024-04-02	40	Discovery Call Techniques	3	1	1	
	4	2024-04-03	35	Overcoming Objections	4	2	2	
	5	2024-04-03	30	Demo Best Practices	5	1	1	
	NULL	NULL	NULL	NULL	NULL	NULL	NULL	

- DESC

	Field	Type	Null	Key	Default	Extra	
	session_id	int	NO	PRI	NULL	auto_increment	
	session_date	date	NO		NULL		
	duration_minutes	int	YES		NULL		
	focus_area	varchar(100)	YES		NULL		
	rep_id	int	YES	MUL	NULL		
	leader_id	int	YES	MUL	NULL		
	module_id	int	YES	MUL	NULL		

Performance_Review

- Select *

	review_id	review_date	type	rep_id	leader_id	
	1	2024-03-10	In Person	1	1	
	2	2024-03-15	Virtual	2	2	
	3	2024-04-05	In Person	3	1	
	4	2024-04-06	Virtual	4	2	
	5	2024-04-06	In Person	5	1	
	NULL	NULL	NULL	NULL	NULL	

- DESC

	Field	Type	Null	Key	Default	Extra	
	review_id	int	NO	PRI	NULL	auto_increment	
	review_date	date	YES		NULL		
	type	varchar(50)	YES		NULL		
	rep_id	int	YES	MUL	NULL		
	leader_id	int	YES	MUL	NULL		

Sales_Review

- Select *

	review_id	quota_attainment_pct	no_deals_closed	
	1	87.50	12	
	2	92.00	15	
	3	85.00	10	
	4	88.50	11	
	5	91.00	13	
	NULL	NULL	NULL	

- DESC

	Field	Type	Null	Key	Default	Extra	
	review_id	int	NO	PRI	NULL		
	quota_attainment_pct	decimal(5,2)	YES		NULL		
	no_deals_closed	int	YES		NULL		

Rep_Review

- Select *

	review_id	rating	notes	
	1	4	Shows strong initiative but needs follow-up impr...	
	2	5	Consistently exceeds expectations.	
	3	4	Solid effort — improving pipeline management.	
	4	5	Very coachable and highly proactive.	
	5	5	Top performer this cycle — great momentum.	
	NULL	NULL	NULL	

- DESC

	Field	Type	Null	Key	Default	Extra	
	review_id	int	NO	PRI	NULL		
	rating	int	YES		NULL		
	notes	text	YES		NULL		

Sales_Rep_Metrics

- Select *

	metric_id	rep_id	metric_date	calls_made	
	1	1	2024-03-01	35	
	2	1	2024-03-02	28	
	3	2	2024-03-01	42	
	4	3	2024-04-01	38	
	5	4	2024-04-01	41	
	6	5	2024-04-01	36	
	NULL	NULL	NULL	NULL	

- DESC

	Field	Type	Null	Key	Default	Extra	
	metric_id	int	NO	PRI	NULL	auto_increment	
	rep_id	int	YES	MUL	NULL		
	metric_date	date	YES		NULL		
	calls_made	int	YES		NULL		

Section 7

(10) SQL Query Statements and Screenshots

Coaching sessions with rep and leader names

1

•

SELECT

2

Coaching_Session.session_date,

3

Coaching_Session.focus_area,

4

Sales_Rep.first_name AS rep_first,

5

Sales_Rep.last_name AS rep_last,

6

Sales_Leader.first_name AS leader_first,

7

Sales_Leader.last_name AS leader_last

8

FROM Coaching_Session

9

JOIN Sales_Rep ON Coaching_Session.rep_id = Sales_Rep.rep_id

10

JOIN Sales_Leader ON Coaching_Session.leader_id = Sales_Leader.leader_id

11



ORDER BY Coaching_Session.session_date DESC;

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45:11


Result Grid



Filter Rows:

Q

Search

Export: 

	session_date	focus_area	rep_first	rep_last	leader_first	leader_last	
	2024-04-03	Demo Best Practices	Reese	Campbell	Alex	Gomez	
	2024-04-03	Overcoming Objections	Jamie	Patel	Taylor	Nguyen	
	2024-04-02	Discovery Call Techniques	Morgan	Diaz	Alex	Gomez	
	2024-03-02	CRM Training	Casey	Smith	Taylor	Nguyen	
	2024-03-01	Objection Handling	Jordan	Lee	Alex	Gomez	

List all reps and their assigned territories

```

1  SELECT
2      Sales_Rep.first_name,
3      Sales_Rep.last_name,
4      Territory.region,
5      Territory.industry
6  FROM Sales_Rep
7  JOIN Territory ON Sales_Rep.territory_id = Territory.territory_id
8  ORDER BY Territory.region;

```

100% 27:8

Result Grid



Filter Rows:

Search

Export:



	first_name	last_name	region	industry	
	Morgan	Diaz	Central	Financial Services	
	Casey	Smith	East	Healthcare	
	Reese	Campbell	Midwest	Government	
	Jamie	Patel	South	Technology	
	Jordan	Lee	West	Higher Education	

Identify all reps who hired after July 1, 2023

```
1 • SELECT
2     first_name,
3     last_name,
4     hire_date
5 FROM Sales_Rep
6 WHERE hire_date > '2023-07-01'
7 ORDER BY hire_date DESC;
```

100% 25:7

Result Grid Filter Rows: Search Export:

	first_name	last_name	hire_date	
	Reese	Campbell	2024-01-15	
	Jamie	Patel	2023-10-05	
	Morgan	Diaz	2023-09-12	
	Casey	Smith	2023-08-20	

Total coaching session time per rep

```

1  SELECT
2      Sales_Rep.first_name,
3      Sales_Rep.last_name,
4      SUM(Coaching_Session.duration_minutes) AS total_minutes_coached
5  FROM Sales_Rep
6  JOIN Coaching_Session ON Sales_Rep.rep_id = Coaching_Session.rep_id
7  GROUP BY Sales_Rep.rep_id
8  ORDER BY total_minutes_coached DESC;

```

100% 37:8

Result Grid



Filter Rows:



Search

Export:



	first_name	last_name	total_minutes_coach...	
	Casey	Smith	45	
	Morgan	Diaz	40	
	Jamie	Patel	35	
	Jordan	Lee	30	
	Reese	Campbell	30	

Average quota attainment by territory

```
1 SELECT
2     Territory.region,
3     AVG(Sales_Review.quota_attainment_pct) AS avg_quota
4 FROM Sales_Review
5 JOIN Performance_Review ON Sales_Review.review_id = Performance_Review.review_id
6 JOIN Sales_Rep ON Performance_Review.rep_id = Sales_Rep.rep_id
7 JOIN Territory ON Sales_Rep.territory_id = Territory.territory_id
8 GROUP BY Territory.region
9 ORDER BY avg_quota DESC;
```

100% 25:9

Result Grid Filter Rows: Search Export:

	region	avg_quota
	East	92.000000
	Midwest	91.000000
	South	88.500000
	West	87.500000
	Central	85.000000

Show all rep reviews with ratings below 5

1	SELECT
2	Sales_Rep.first_name,
3	Sales_Rep.last_name,
4	Rep_Review.rating,
5	Rep_Review.notes
6	FROM Rep_Review
7	JOIN Performance_Review ON Rep_Review.review_id = Performance_Review.review_id
8	JOIN Sales_Rep ON Performance_Review.rep_id = Sales_Rep.rep_id
9	WHERE Rep_Review.rating < 5;

100%
29:9

Result Grid
Filter Rows:
Search
Export:

	first_name	last_name	rating	notes	
	Jordan	Lee	4	Shows strong initiative but needs follow-up impr...	
	Morgan	Diaz	4	Solid effort — improving pipeline management.	

Average number of calls made per rep

```

1  SELECT
2      Sales_Rep.rep_id,
3      Sales_Rep.first_name,
4      Sales_Rep.last_name,
5      AVG(Sales_Rep_Metrics.calls_made) AS avg_calls
6  FROM Sales_Rep
7  JOIN Sales_Rep_Metrics ON Sales_Rep.rep_id = Sales_Rep_Metrics.rep_id
8  GROUP BY Sales_Rep.rep_id, Sales_Rep.first_name, Sales_Rep.last_name;

```

100% 70:8

Result Grid



Filter Rows:

Export:



	rep_id	first_name	last_name	avg_calls	
	1	Jordan	Lee	31.5000	
	2	Casey	Smith	42.0000	
	3	Morgan	Diaz	38.0000	
	4	Jamie	Patel	41.0000	
	5	Reese	Campbell	36.0000	

Sales review results sorted by quota attainment

100% 49:10



	first_name	last_name	review_date	quota_attainment_...	no_deals_closed	
	Casey	Smith	2024-03-15	92.00	15	
	Reese	Campbell	2024-04-06	91.00	13	
	Jamie	Patel	2024-04-06	88.50	11	
	Jordan	Lee	2024-03-10	87.50	12	
	Morgan	Diaz	2024-04-05	85.00	10	

```

1 • SELECT
2     Sales_Leader.first_name,
3     Sales_Leader.last_name,
4     COUNT(Sales_Rep.rep_id) AS num_reps
5 FROM Sales_Leader
6 JOIN Sales_Rep ON Sales_Leader.leader_id = Sales_Rep.leader_id
7 GROUP BY Sales_Leader.first_name, Sales_Leader.last_name;

```

00% 58:7

Result Grid Filter Rows: Search Export:

	first_name	last_name	num_reps	
	Alex	Gomez	3	
	Taylor	Nguyen	2	

Rep review feedback summary

```

1 • SELECT
2     Sales_Rep.first_name,
3     Sales_Rep.last_name,
4     Rep_Review.rating,
5     Rep_Review.notes
6 FROM Rep_Review
7 JOIN Performance_Review ON Rep_Review.review_id = Performance_Review.review_id
8 JOIN Sales_Rep ON Performance_Review.rep_id = Sales_Rep.rep_id;

```

100% 64:8

Result Grid Filter Rows: Search Export:

	first_name	last_name	rating	notes
	Jordan	Lee	4	Shows strong initiative but needs follow-up impr...
	Casey	Smith	5	Consistently exceeds expectations.
	Morgan	Diaz	4	Solid effort — improving pipeline management.
	Jamie	Patel	5	Very coachable and highly proactive.
	Reese	Campbell	5	Top performer this cycle — great momentum.