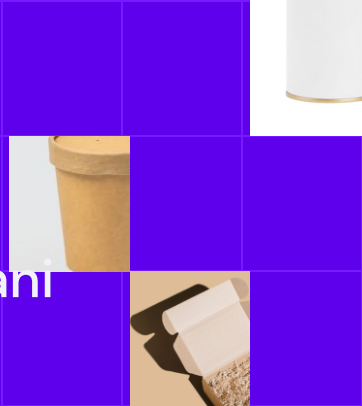




# Optimizing Sales Performance: Salesman KPI Evaluation at Harapan Jaya Store

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# Background

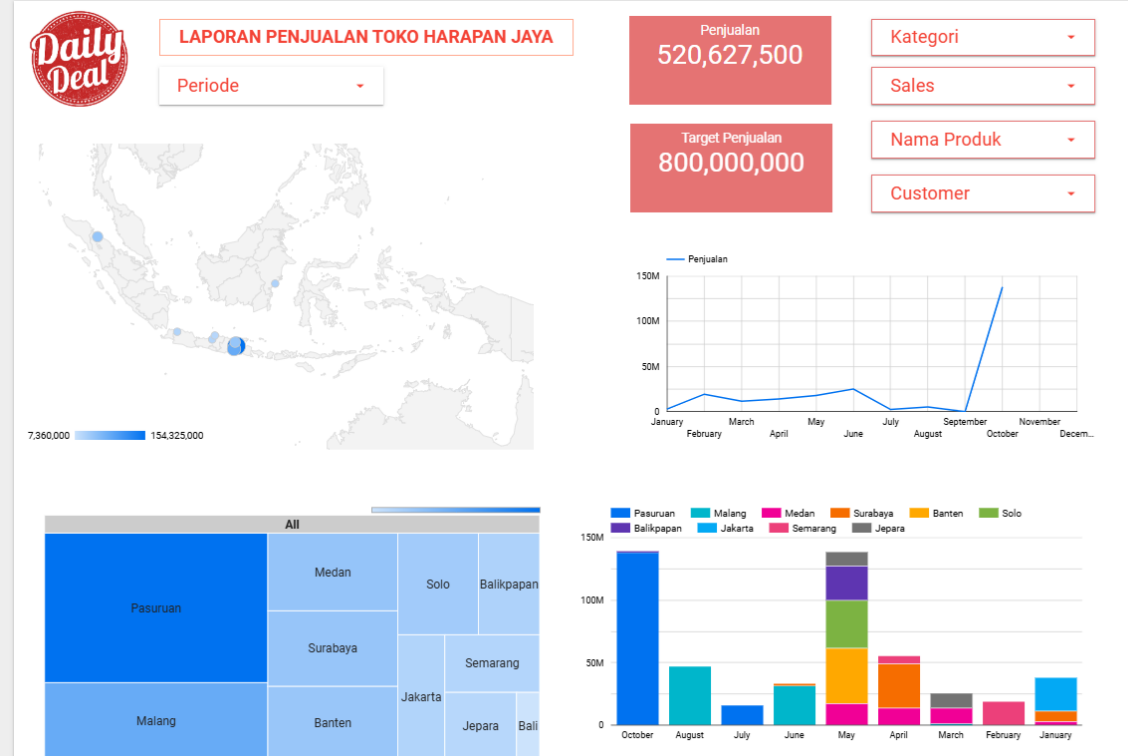
2

## Toko Harapan Jaya's Sales Dashboard

Contains sales information from January - October

## Target Sales

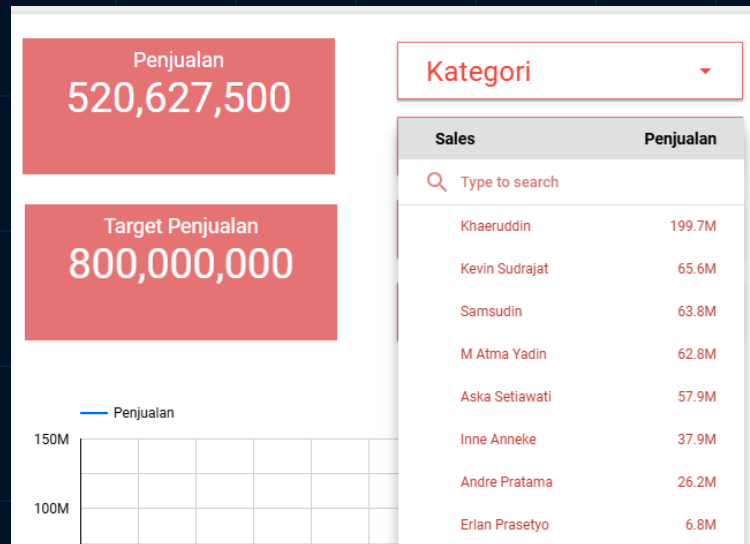
The store has 8 salesmen, each with a target sales of 100,000,000



# Sales Performance Challenges

*Less than 2 months left, but the Sales is still under Target*

- We have achieved **65%** of our target to date
- Each salesman is expected to achieve Rp100m, but some still need to boost the performance
- To meet the **remaining target**, we must focus on high demand products, key sales regions



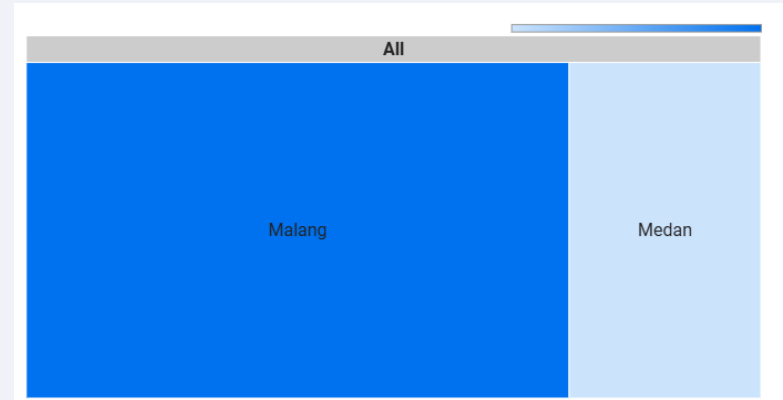
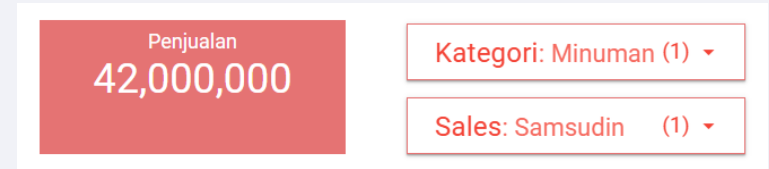
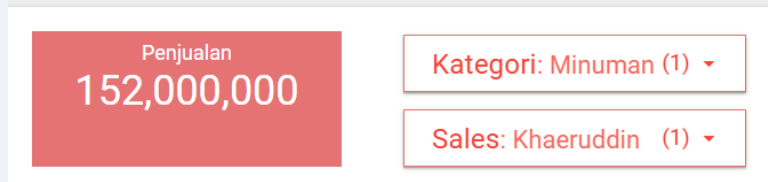
# Understanding Salesmen Performance Challenges

Some salesmen performed way better than others.  
This disparity leads to **target sales not being achieved.**

To find the problem, we did some **comparative analysis**



# Top Performing Salesmen

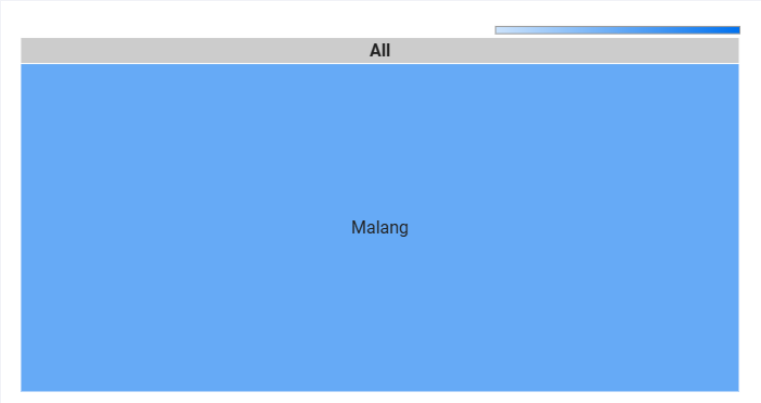
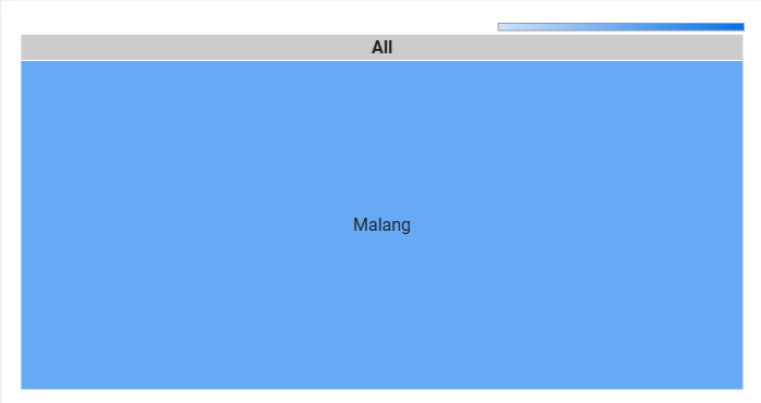
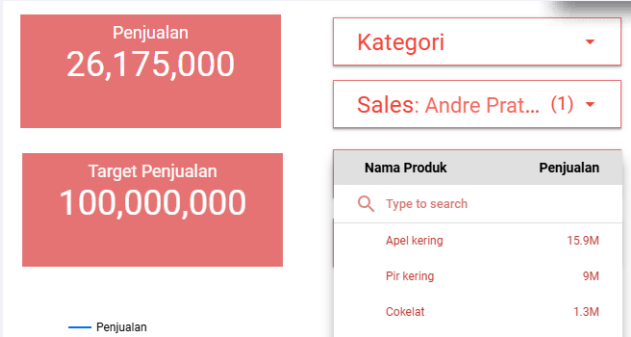
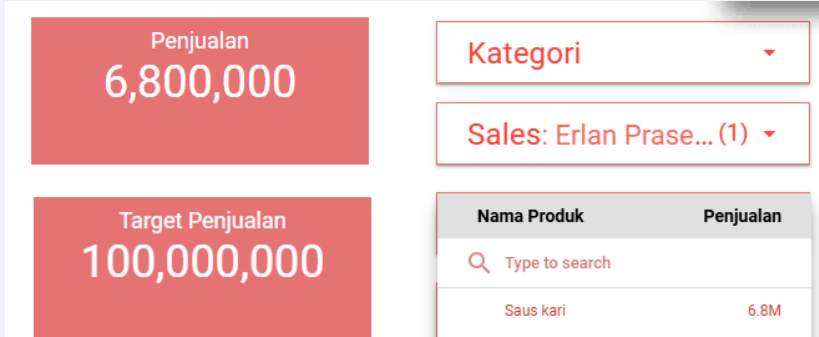


# Learn from The Success

Top salesmen found success in selling drink category and do sales to more than 2 region



# Worst Performing Salesmen



# The Mistakes

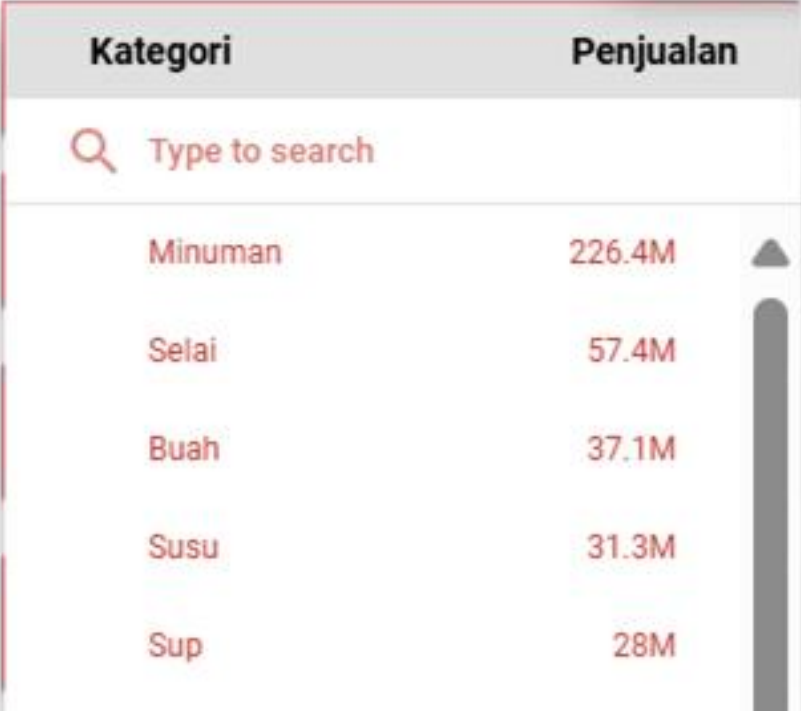
Worst performing salesman had no sales in drink category and only put their sales effort in 1 region





# How to optimize Harapan Jaya Store sales?

Offer more drink category, because the top sales is drink category that about 43,5% of sales



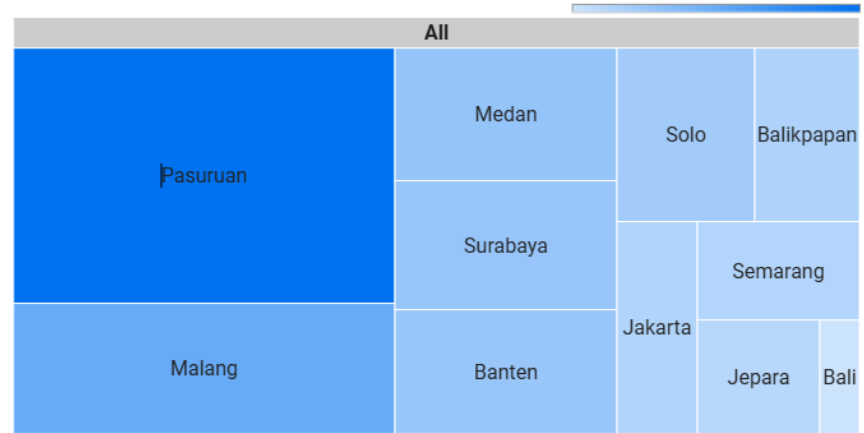
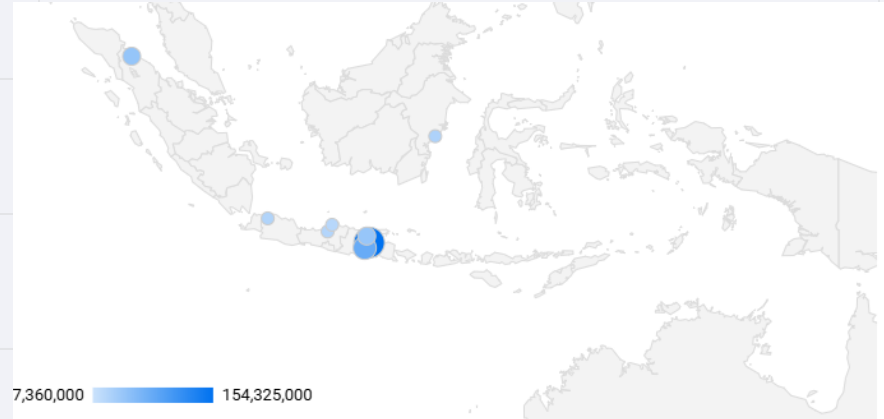
A screenshot of a mobile application interface showing a list of product categories and their sales figures. The interface has a light gray header with two columns: 'Kategori' and 'Penjualan'. Below the header is a search bar with a magnifying glass icon and the text 'Type to search'. The list contains five items: 'Minuman' (226.4M), 'Selai' (57.4M), 'Buah' (37.1M), 'Susu' (31.3M), and 'Sup' (28M). A vertical scrollbar is visible on the right side of the list.

Kategori	Penjualan
Minuman	226.4M
Selai	57.4M
Buah	37.1M
Susu	31.3M
Sup	28M

# How to optimize Harapan Jaya Store sales?

Do sales to more than one region.  
The bottom 3 salesman only do sales to one region. The recommended region to do sales is Pasuruan and Malang because they are the top sales based on region.

Further customer segmentation is needed to add missing categories, like 'drink' in Solo.



# Thank You!

