

**UNIVERSAL
EXPORT**

REPORT - 2



SALESPEOPLE PERFORMANCE REPORT

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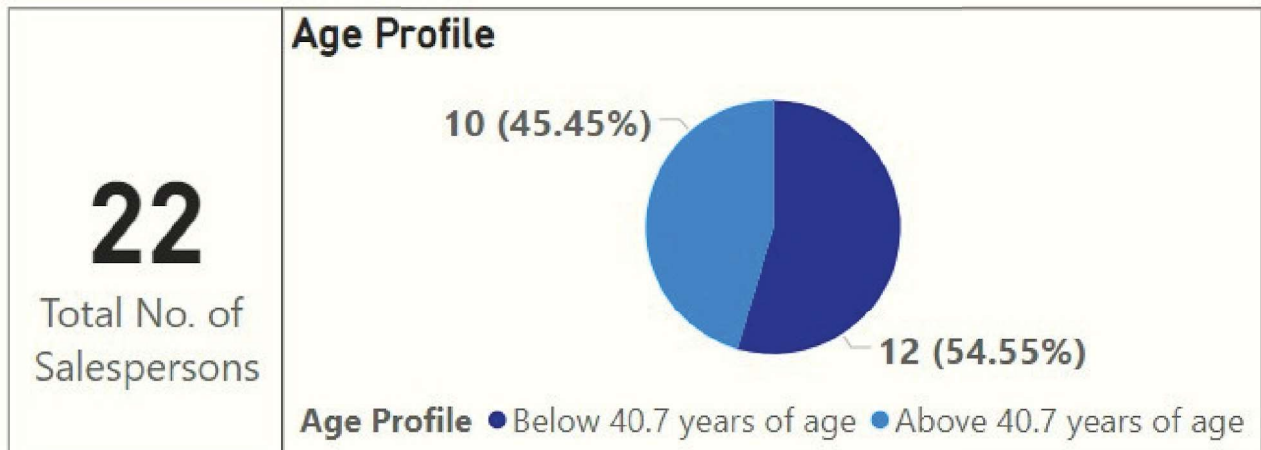
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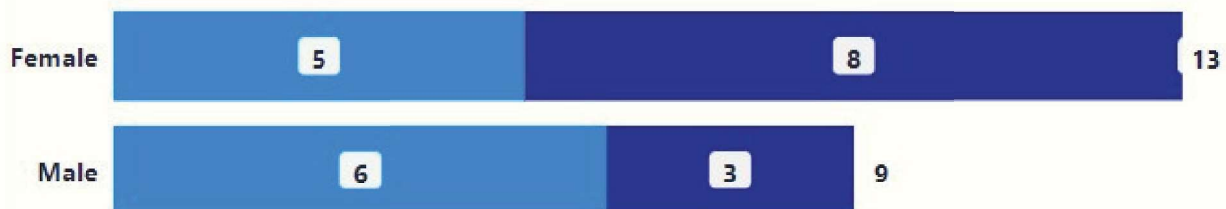
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I. Brief Overview of Sales Team



Gender-wise Distribution

Education ● Master Degree ● Undergraduate Degree



Key points:

- Median Age of UK is 40.7 years at mid-2021 as per Office for Nations Statistics (ONS) data [1].
- Females constitute 59% of salespersons.

[1] <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2021#the-uk-population-at-mid-2021>

I. Brief Overview of Sales Team

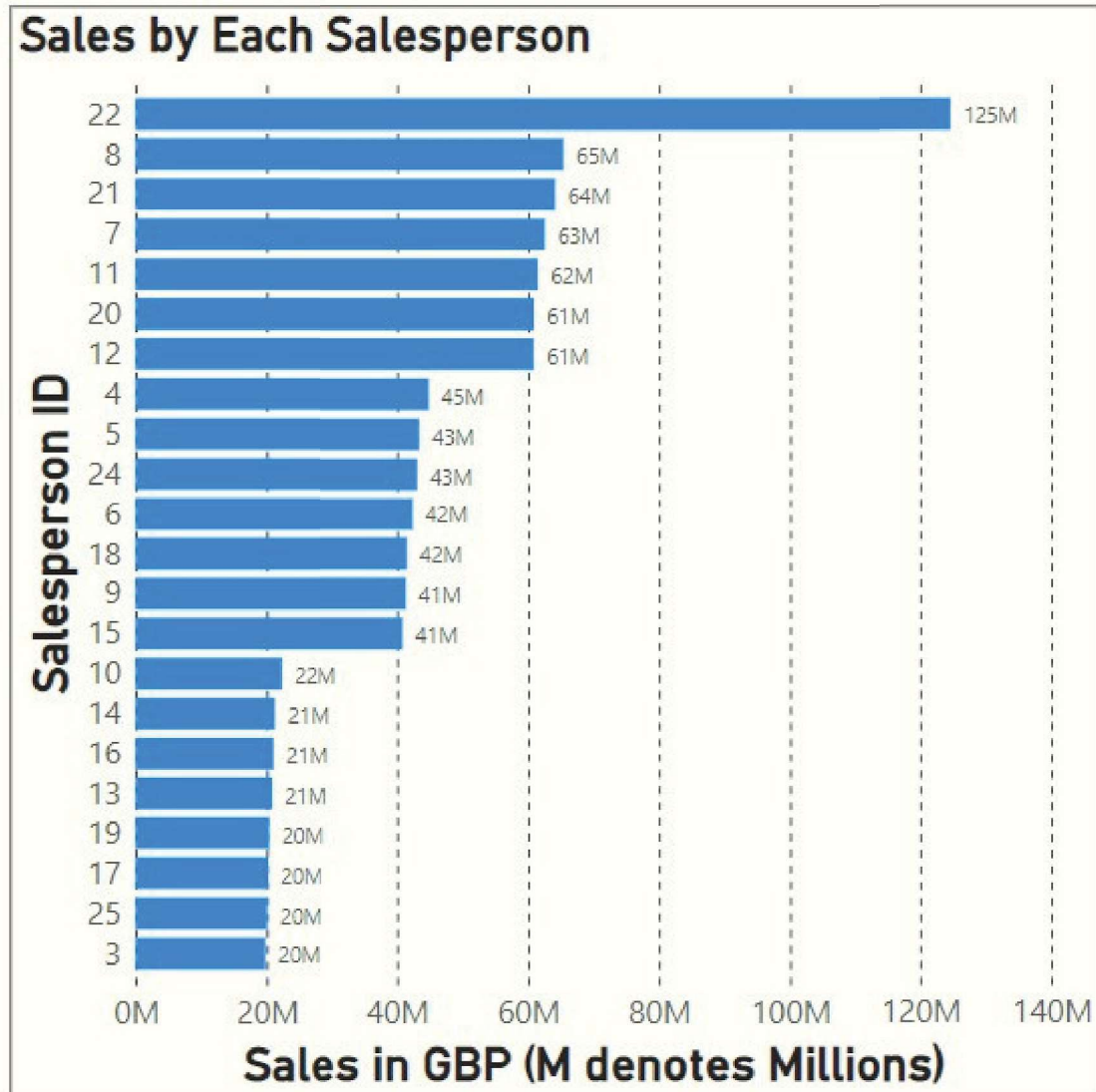
Salespersons by Nationality



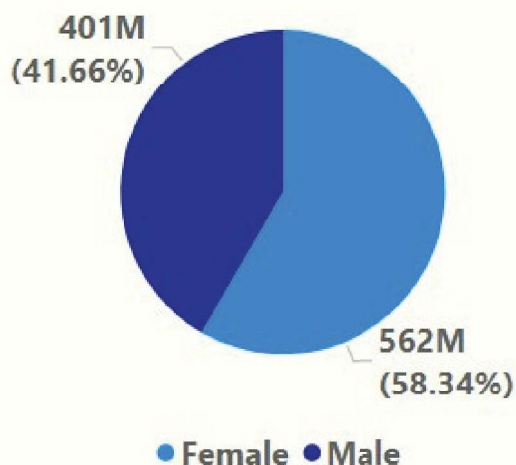
Key points:

- 63.6% of sales team are European.
- 62.6% of Non-Europeans are Asian (China - 2, India - 2, South Korea - 1).

II. Sales Performance



Sales by GENDER



Key points:

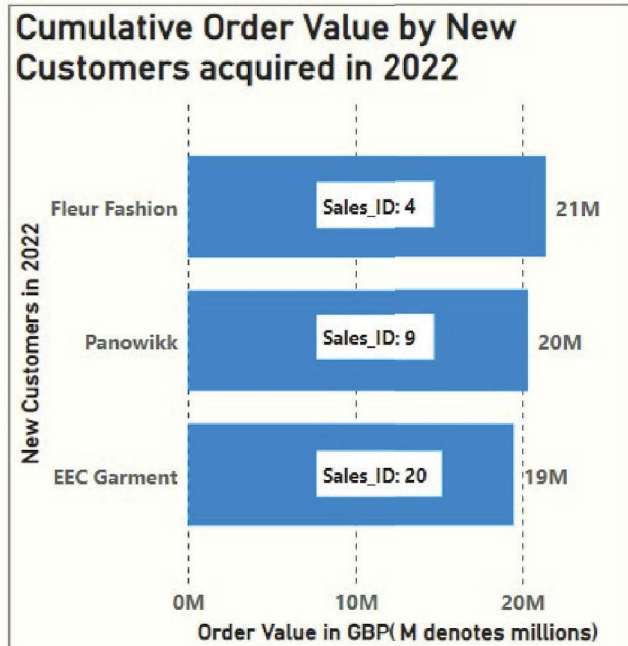
- Sales by the salesperson with Sales_ID 22 is approximately **twice** the sales of next highest salesperson.
- Average sales by a male salesperson is 44.55 millions GBP. Average sales by a female salesperson is 43.23 millions GBP. Males have higher average sales than females.

III. Customer Retention and Acquisition

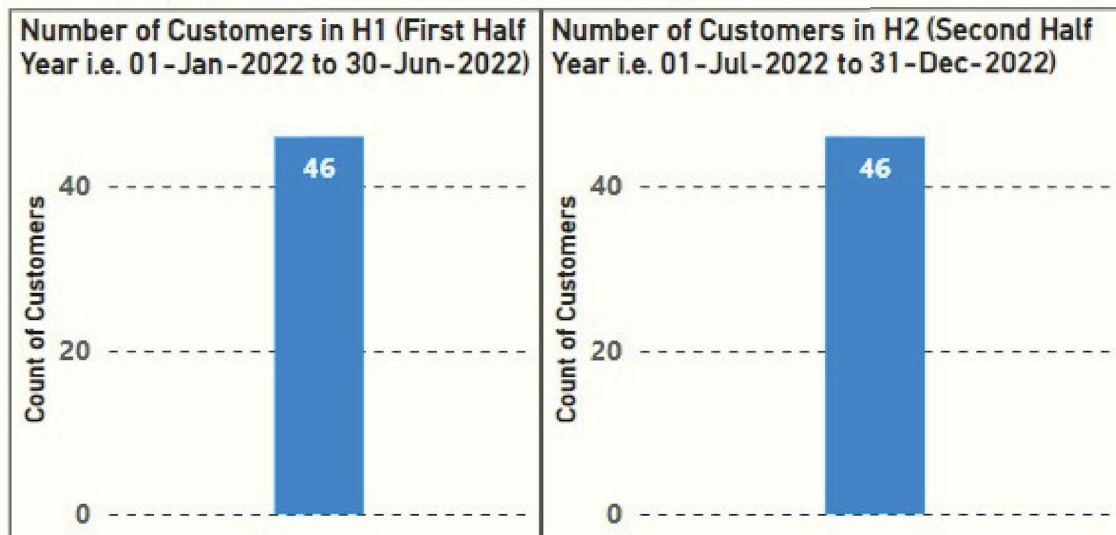
CUSTOMER ACQUISITION

Key points:

- Four new customers have registered with us in the Year 2022 **but** only three have placed orders with us.



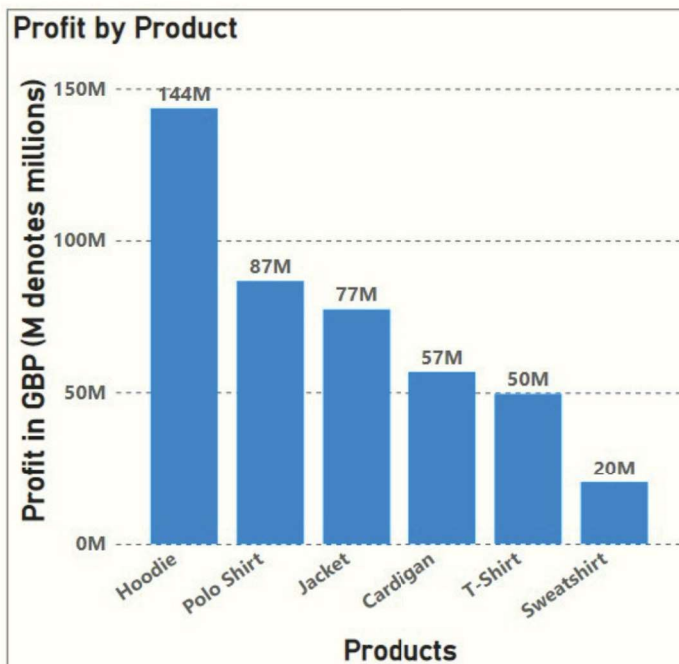
CUSTOMER RETENTION



Key points:

- "Customer Retention" is defined in terms of number of customers who have placed order with us in first half of year vis-a-vis the same figure in second half of the year.
- Number of customers have remained same in both halves. Hence, customer retention is maintained.

IV. Company Margin



Key points:

- "Hoodie" is the highest profit generating product category constituting 33% of all profit generated.
- Salesperson with Sales_ID 22 has consistently garnered highest profit in each of the 6 product categories.



V. Conclusion

Preceding sections have discussed about the sales team and their performance. They are the face of company. Though it is the responsibility of every employee to contribute towards increasing the business of company but for salespersons it is their prime responsibility. They know the market scenario. They play crucial role in providing critical feedback about our products as well as information about the strategies of competitors.

From preceding analysis, few conclusions can be drawn:

- **Best Salesperson with highest sales:** Salesperson with Sales_ID 22 has achieved highest sales and consequently garnered highest profits for the company overall as well as in each product category. He is a Hungarian male with 40 years of age.
- **Best Salesperson in terms of acquiring new customers:** Salespersons with Sales_ID 4, 9 and 20 have done an excellent job with bringing new customers which has lead to generation of sales worth GBP 60 millions.

Further, we see that females are doing better sales than men which is because there are more female salesperson than male. But productivity of males is more than females. Also, salesperson with age lower than median age have greater contribution in sales figures.



THANK YOU