



Revenue Operations Case Study

Background

You have been asked to investigate the performance of the sales team at a fictional company called PerkyTravel to help identify potential risks and opportunities.

You have been given the spreadsheet attached with the sales team performance in the previous quarter as a starting point for your analysis.

This is a hypothetical situation with fake data but we request that you do not distribute it or show it to anyone other than the intended recipient.

Objective

Please prepare a short presentation (maximum 7 slides) with your findings, including:

- What is your overall assessment of the performance of the sales team?
- Are there any segments of sales people performing especially well or underperforming significantly?
- What are your hypotheses behind what could be driving this over/under-performance?
- What additional data or other information would you want to access to help validate your hypotheses and how would you use it to validate them?
- Are there any initial recommendations you would make based on this data?