

Portfolio - Kanak Khanna

Dashboards in Tableau and Power BI

1. Telco Dashboard

The Sales Team is seeking to understand sales growth and volume by channel. They are requesting to be able to slice the data across multiple segments, product types, and sales type.

2. Office Destination and More

Office Destination has contracted your firm for 1 week to analyze their sales data. The C-suite wants to understand the state of their business and provide some initial recommendations on where to investigate. The business is open to profit margin expansion and revenue growth proposals

3. Harriott Hotel Group

A hotel chain with a national footprint that has several brands & serves customers in all types of demographics areas. Harriott would like to understand the general state of their business along with how amenities impact their top line revenue.

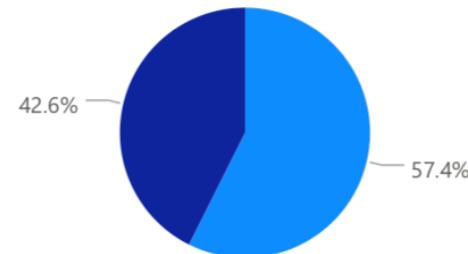
Telco Channel Sales Report

Total sales by Channel, Sales Type, Device Type and Segment

Device Order by Segment

YTD Device Sales(USD)

CUST_SE... ● Customer ● Business



9.46bn

Device Type

Sales Type

All

All

Channel

Cust Serv

Digital

Indirect

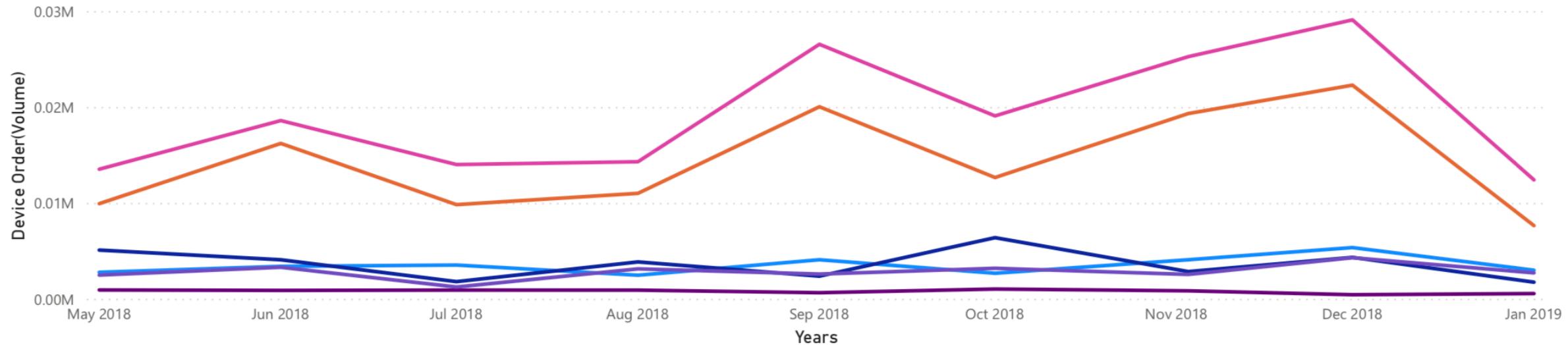
Other

Retail

Tele Sales

Device Orders by Month

CHANNEL ● Cust Serv ● Digital ● Indirect ● Other ● Retail ● Tele Sales



Office Destination Executive Scorecard

All
Sub-Catego...

All
Segment1

All
Region1

All
Category1

Region (gro... Central Other

No items highlighted
Highlight S...

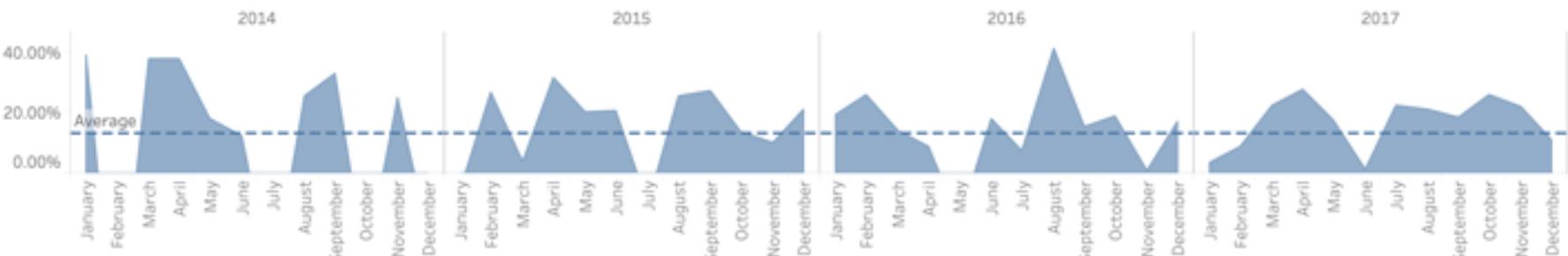
Segment1

Consumer
Corporate
Home Office

Sales by Segment



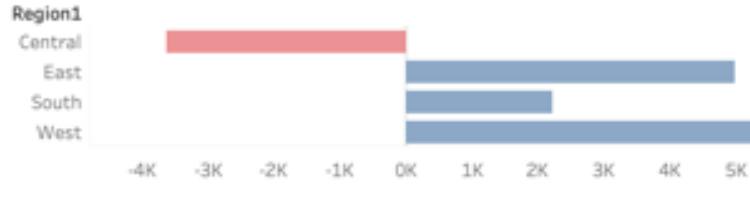
Avg. Profit Margin



Profit Margin

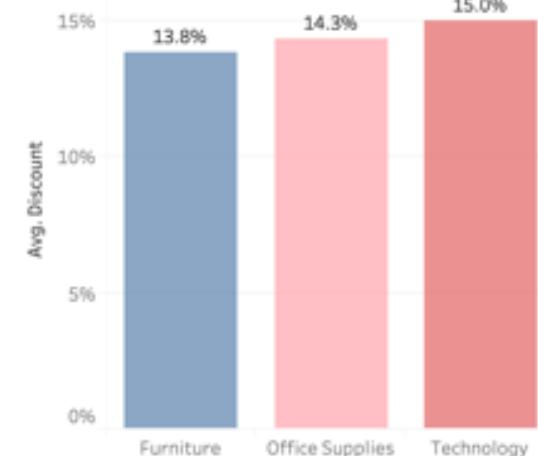
Central Region generates least profit.

Region1

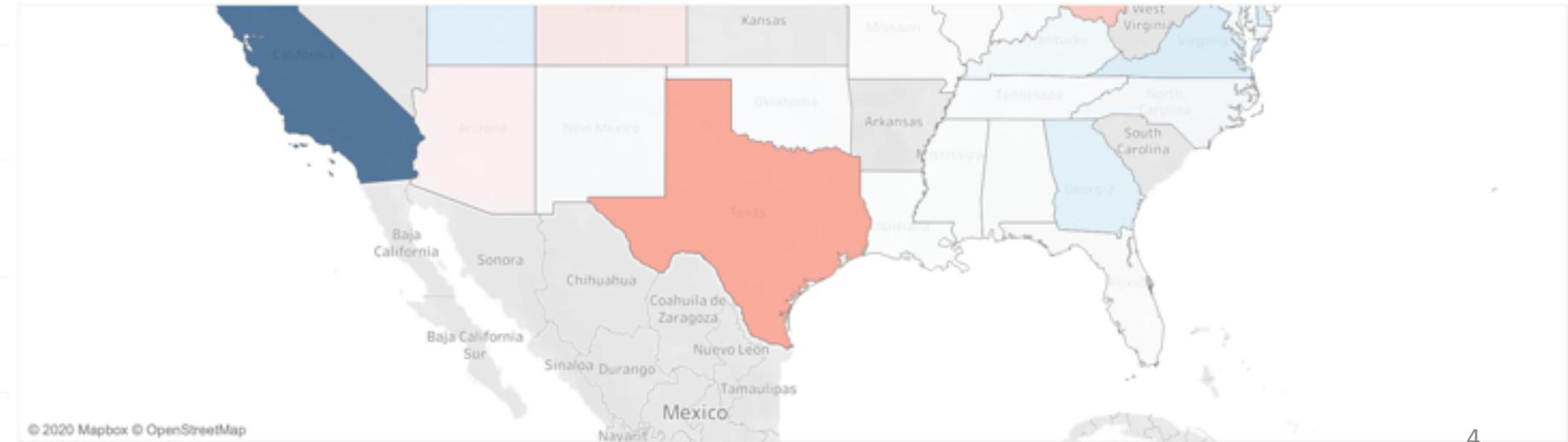


Profit

Technology has maximum discount percentage



Texas generates the least profit while California contributes the most

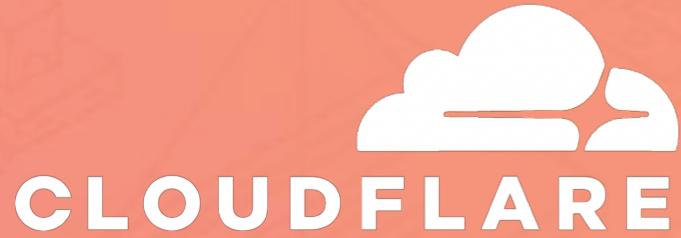


Harriott Case Study Analysis



Additional Presentations

By Kanak Khanna



Background: U.S based company that provides content delivery network services, DDoS mitigation, internet security, and distributed domain name server services. Cloudflare's services sit between the visitor and the Cloudflare user's hosting provider, acting as a reverse proxy for websites

Situation: As Cloudflare expands they want to ensure they have the right sales team to support rapid growth

Task: As a Data Analyst from an Analytics Consulting Firm hired by CloudFlare to do an assessment on their current Sales Comp and Quota structure.

Action:

- Properly decrease the base pay proportion in specific Comp plans in order to stimulate employees to work hard
- Optimize the compensation plans to give more eligible rewards to those who overachieved
- Keep higher base pay for those who contribute the most to the company

1.0K

*Total representatives
from CloudFlare
Company*

66%

*Of Total pay is base pay
on avg. per employee*

85%

*Of employees' total pay
Is over \$150K and Total
pay median is \$190K*

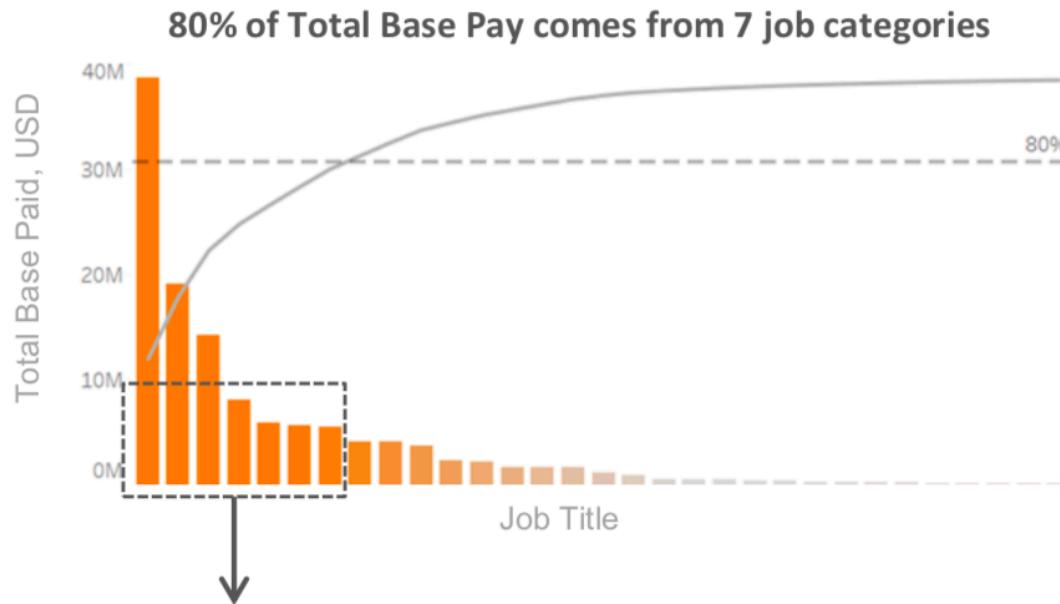
88%

*Of employees comes
from United States
100% of Comp plan 4 is
in the U.S.*

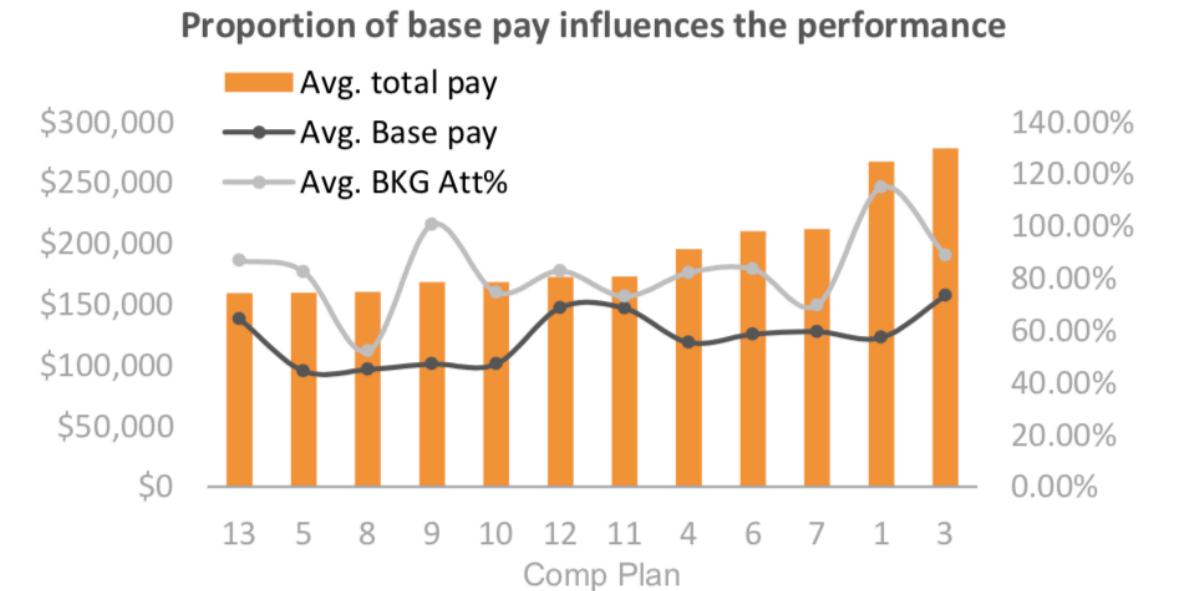
Action Plan

- Properly decrease the base pay proportion in specific Comp plans in order to stimulate employees to work hard*
- Optimize the compensation plans to give more eligible rewards to those who over achieved*
- Keep higher base pay for those who contribute the most to the company*

Compensation Plan Rationality - Pay Mix Analysis & Optimization

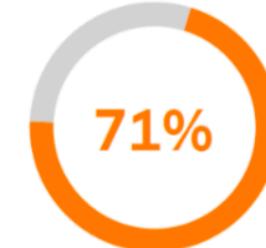
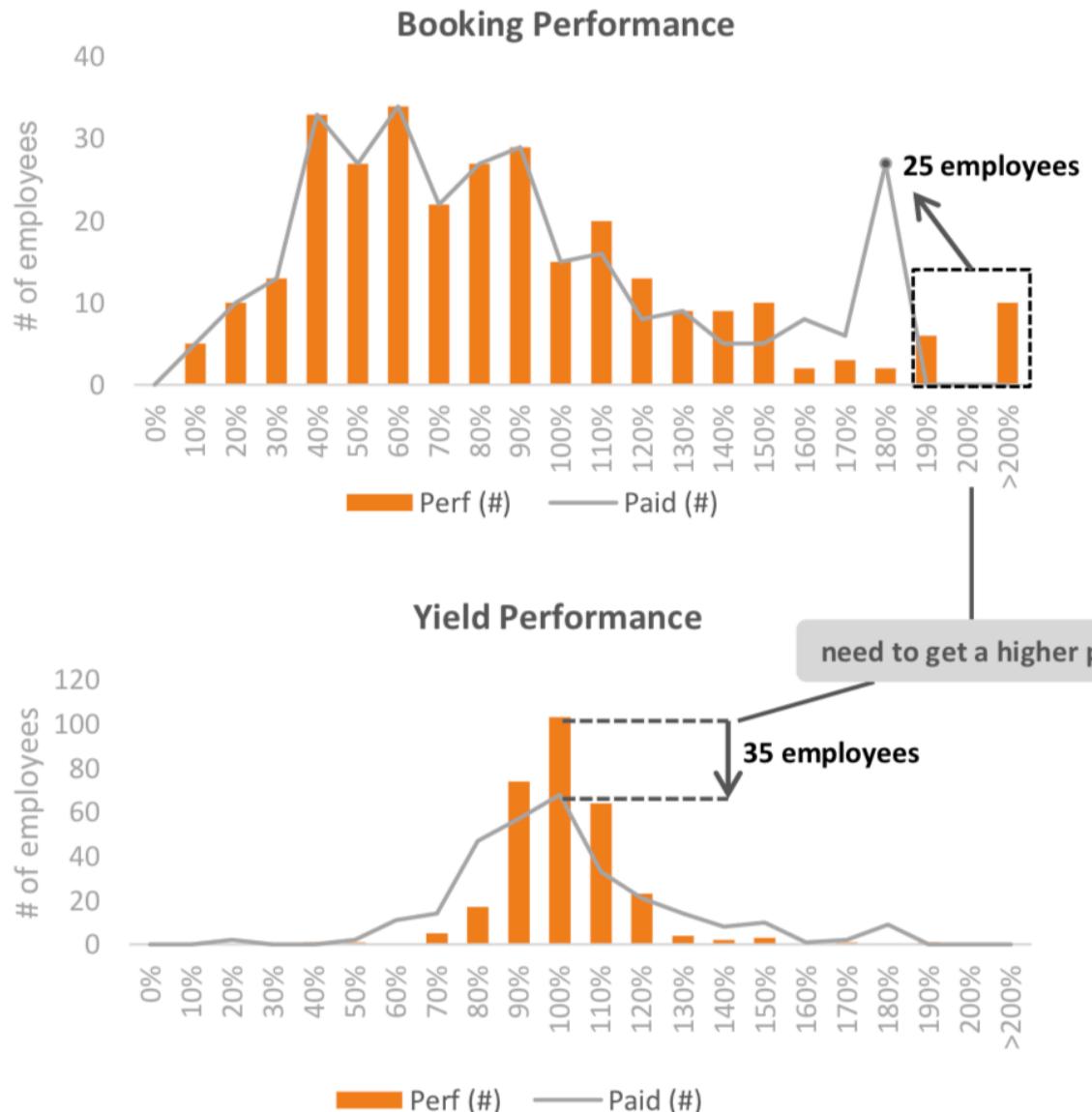


- 1 Sales --- 35%
*With the highest working pressure and risk
The most important part contribute to the revenue*
- 2 Architect & Design --- 25%
*As if the 'Wheel' of the company
Provides technical support of various products*
- 3 Partner & Leadership --- 20%
*Plays a critical part of Initiating project
The spokesperson of the company*



- 1 Plan 1
*has nearly 50% base pay and over achieved the quota
Did a good job, do not need to optimize*
- 2 Plan 4
*Didn't reach the goal
Decrease the base pay of Plan 4 in order to motivate the employees*
- 3 Plan 11
*80% of Total pay is base pay, result in low performance
Decrease the base pay of plan 11 to give motivation*

Compensation Plan Rationality – Reward System & Performance Analysis



*Percent of employees didn't achieve the goal
Probably because the goal is too hard to get
Or employees have less motivation*



*Percent of employees didn't get the corresponding paid with their performance
This could be a reason why they are not willing to work hard to the goal*



*Percent of 'At risk pay' from Pay Mix on avg.
Employees' Base pay median is \$124,000
This could be another reason for less goal ACH
because base pay weighs the most*

Thank you!