**CASE STUDY**

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**In**

**Computer Engineering**

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**Chandigarh University**

**APRIL 2025**

**INTRODUCTION**

This case study focuses on analyzing the monthly sales performance of 15 sales representatives across four key regions: Clips, Hair Band, Rubber Band, Bracelets and Earing. Each sales rep was given a specific sales target for the month, and their actual sales were recorded to evaluate individual performance. Key performance indicators such as target achievement percentage, salary, bonus eligibility, and category contributions were calculated to assess overall productivity.

The goal of this case study is to highlight which representatives met or exceeded their targets, how bonuses were distributed based on performance, and to identify trends in performance across different regions. A threshold of 100% target achievement was used to determine bonus eligibility. Reps achieving 100% or more qualified for a performance-based bonus calculated as 10% of their sales.

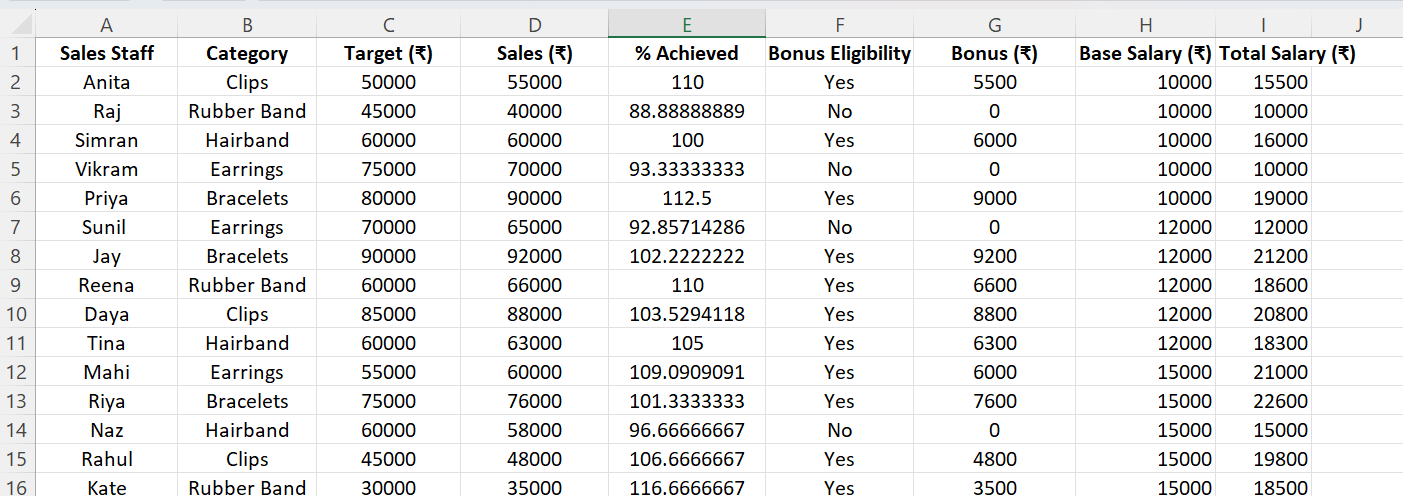
Using Excel formulas, we derived insights such as the top performer, total bonuses awarded, average achievement rates, and comparison across regions. These insights provide valuable direction for future incentive programs and sales strategy adjustments.

By presenting the data in a structured format and applying key analytical functions, this case study demonstrates how businesses can use data to reward success, support underperformers, and drive better sales outcomes through informed decision-making.

**Case Study: Sales Performance of Staff Sales Representatives**

**Sales Data Table   
Column Descriptions:**

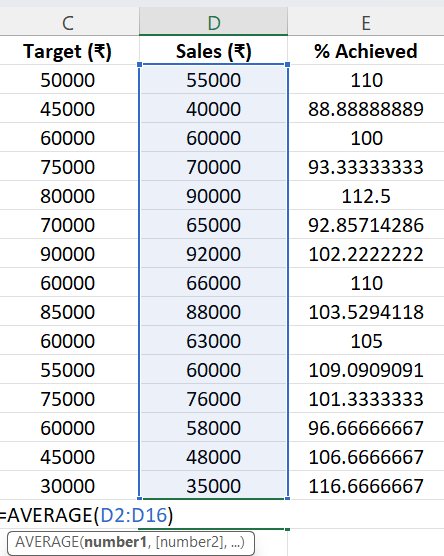
* **Sales Rep**: Staff Name/identifier of the sales representation.
* **Category**: Accessories category to the rep (Clips, Rubber Band, Hairband, Earring, Bracelets).
* **Target (₹)**: Monthly sales target assigned to the representation.
* **Sales (₹)**: Actual sales achieved in that month.
* **% Achieved**: (Sales ÷ Target) × 100 — Indicates how much of the target the representation achieved.
* **Bonus Eligibility**: "Yes" if % Achieved is **≥100%**, otherwise "No".
* **Bonus (₹)**: 10% of Sales if eligible, else ₹0.

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Here are **10 questions** along with their **answers** and the **Excel formulas**

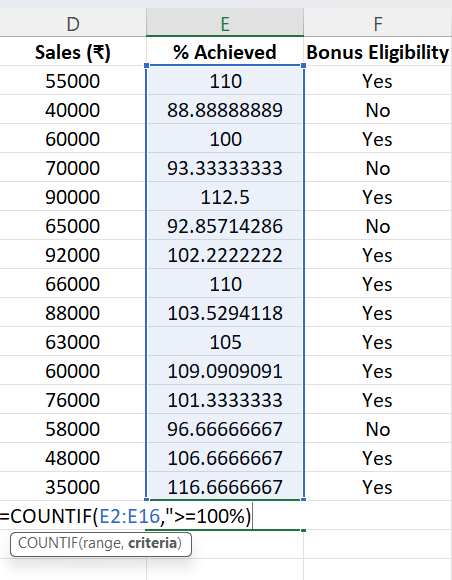
1. **What are the average sales achieved by all Sales Staff?**

* **Formula**: =AVERAGE(D2:D16)
* **Answer**: 64400



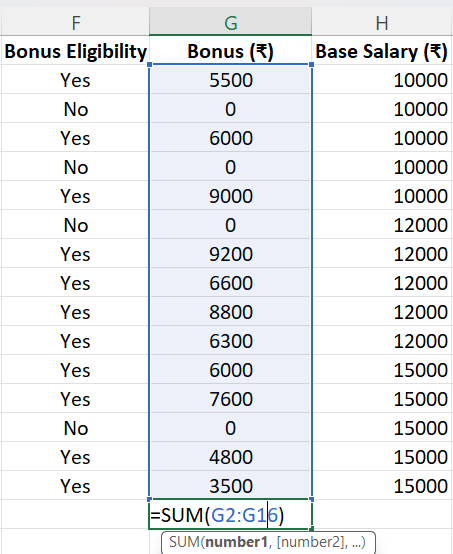
### ****2. How many Staff achieved 100% or more of their target?****

* **Formula**: =COUNTIF(E2:E16,">=100%")
* **Answer**: 15 Staff



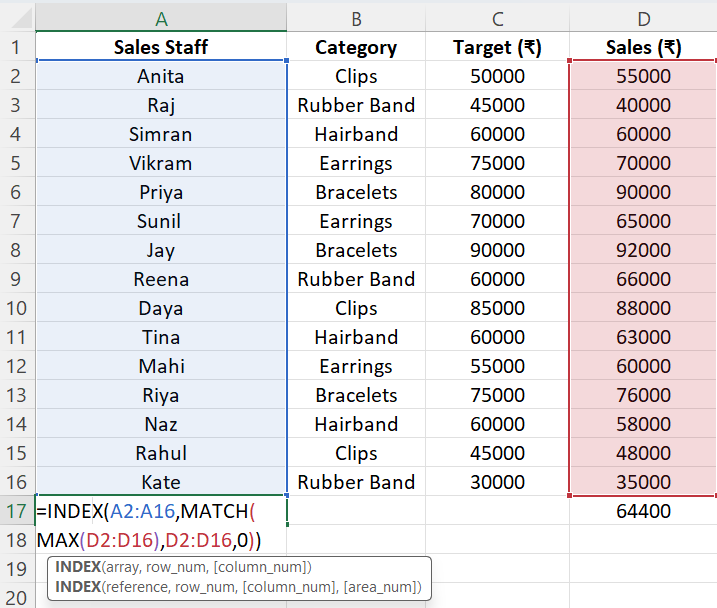
**3. What is the total bonus paid?**

* **Formula**: =SUM(G2:G16)
* **Answer**: ₹73,300



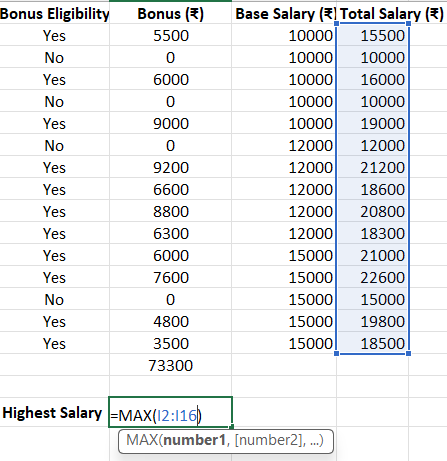
**4. Who achieved the highest sales?**

* **Formula**: =INDEX(A2:A16, MATCH(MAX(D2:D16), D2:D16, 0))
* **Answer**: **Jay**



**5. Which Staff has the Highest Salary?**

* **Formula**: =MAX(I2:I16)
* **Answer**: 22600



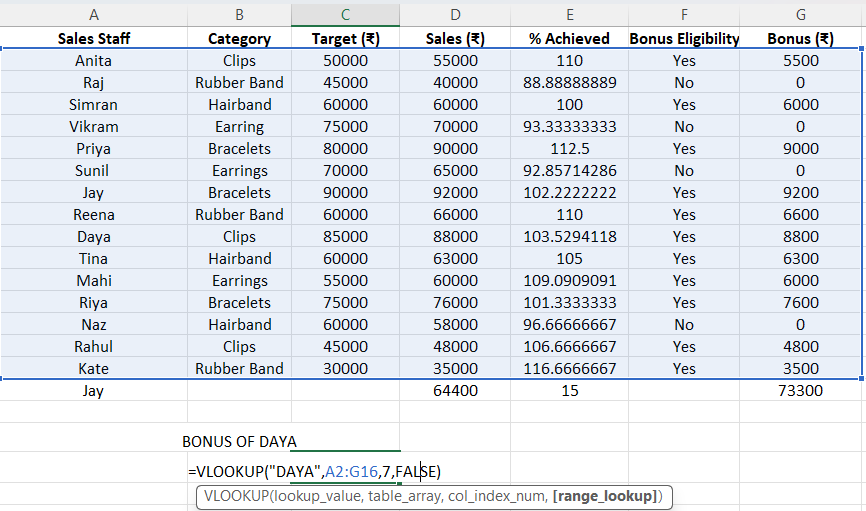
**6. What are the total sales from bracelet categories?**

* **Formula**: =SUMIF(B2:B16, "BRACELETE", D2:D16)
* **Answer**: ₹258000



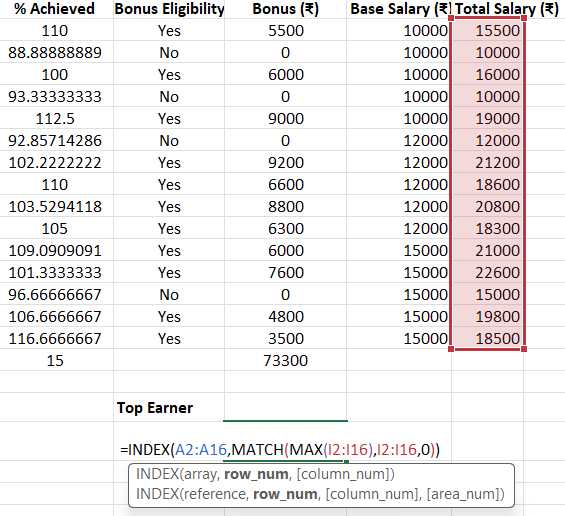
**7. What is the bonus for DAYA?**

* **Formula**: =VLOOKUP("DAYA", A2:G16, 7, FALSE)
* **Answer**: ₹8800



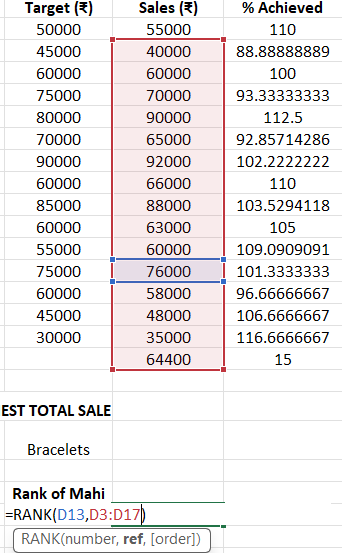
**8. Who is the Top earner from the staff?**

* **Formula**: =INDEX(A2:A16,MATCH(MAX(I2:I16),I2:I16,0))
* **Answer**: Riya



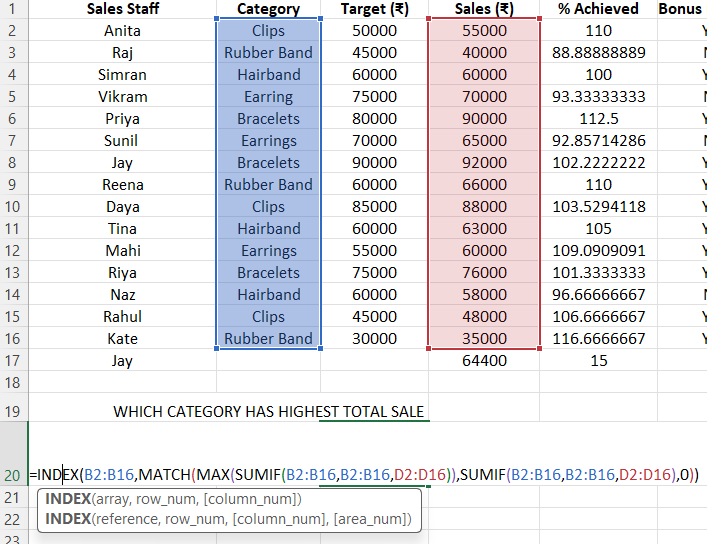
**9. What is the rank of Mahi based on sales achieved?**

* **Formula**: =RANK(D13, D2:D17)
* **Answer**: 4 (based on given values)



**10. Which category had the highest total sales?**

* **Formula :** =INDEX(B2:B16, MATCH(MAX(SUMIF(B2:B16, B2:B16, D2:D16)), SUMIF(B2:B16, B2:B16, D2:D16), 0))
* **Answer : Bracelets**



**CONCLUSION**

The analysis of sales performance across 15 representatives provided valuable insights into individual achievements, regional performance trends, and the effectiveness of the bonus structure. A significant number of sales reps met or exceeded their targets, with top performers surpassing 112.5% of their goals. These high achievers were rewarded with performance-based bonuses, highlighting the importance of incentive-driven motivation in sales teams.

From a category perspective, the Bracelets and Earing category stood out with consistently strong performance, suggesting a combination of favorable market conditions and effective sales execution. Meanwhile, some reps in the Clips, Hair Band and Rubber Band fell short of their targets, which may warrant a deeper review of strategies, training needs, or market dynamics in those areas.

The use of Excel formulas enabled efficient calculation of key metrics such as percentage achieved, bonus totals, and comparisons across departments and individuals. This level of analysis empowers sales managers to make informed decisions regarding future target-setting, bonus policy adjustments, and regional support strategies.

Overall, the case study illustrates how structured data and simple analytical tools can provide deep insights into team performance. It emphasizes the value of performance-based evaluation in driving accountability, rewarding excellence, and aligning individual efforts with organizational goals.