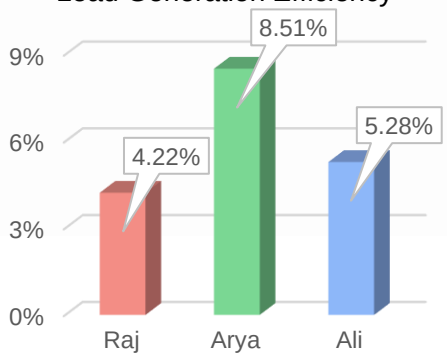
Associate Performance Report (12/06 – 11/08)

Date: 7th Jan 2025

This report evaluates the performance of associates for the period of 12/06 to 11/08. It highlights achievements, areas for improvement, and actionable recommendations to foster individual growth and align with the company's strategic objectives.

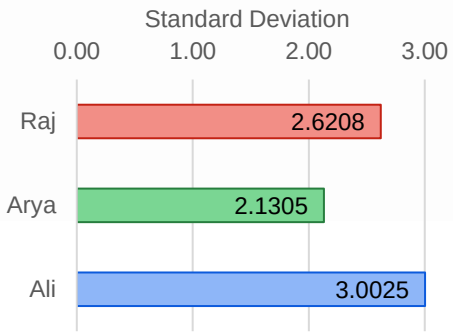
Associate	Leads				Time Spent on LG (min)				Avg Time/Lead (min)		
	Total	Min	Avg	Max	Total	Min	Avg	Max	Min	Avg	Max
Raj	447	4	10.90	19	10585	45	258	370	11	24	37
Arya	474	5	11.56	15	5569	46	136	197	9	12	28
Ali	488	5	11.90	20	9235	120	225	360	12	19	40

Lead Generation Efficiency



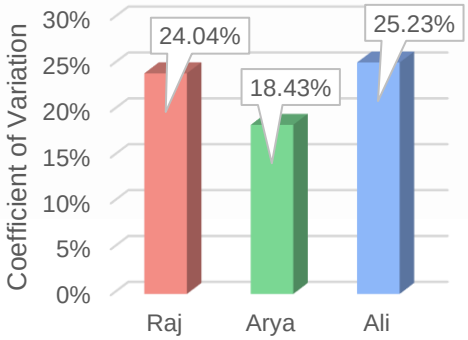
Arya has the highest efficiency of 8.51%.

Daily Performance Variability



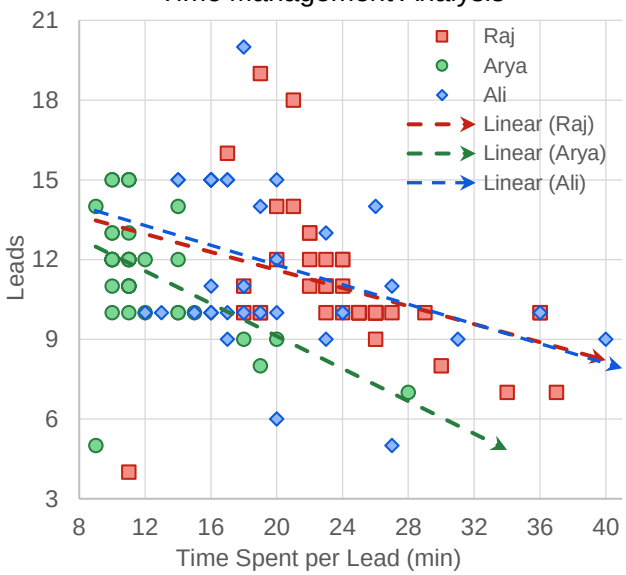
Ali has the highest variability in daily performance.

Performance Consistency



Arya has the most consistent performance with CV of 18.43%.

Time Management Analysis



Associate	R	R^2	b	P-value
Raj	0.7365	0.5424	-0.1696	4.0500E-08
Arya	0.6825	0.4658	-0.3060	8.8896E-07
Ali	0.3625	0.1314	-0.1852	1.9855E-02

R: Correlation coefficient between the observed and predicted values.

R^2: Coefficient of determination, proportion of variance in the dependent variable that can be explained by the independent variable.

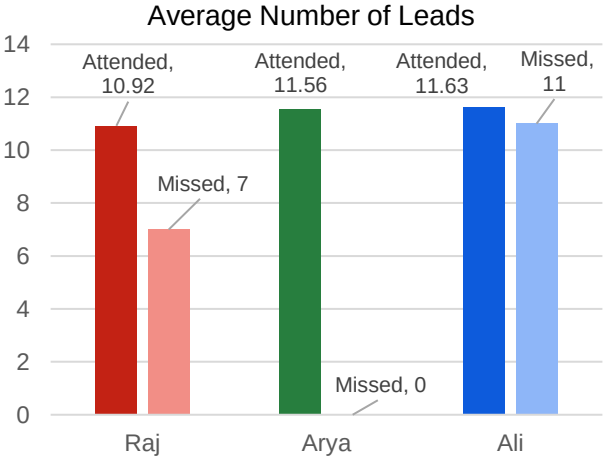
b: Beta, the coefficient of X; the slope of the regression line. +ve = Increasing Trend, -ve = Decreasing Trend

P-value: Probability of obtaining the observed results, assuming that the null hypothesis is true (should be <0.05).

As the slope (b) for trendlines is -ve for all associates, it indicates that the no. of leads decreases with increase in time spent per lead.

Data for Raj and Arya show moderate correlation, while data for Ali shows poor correlation due to low R^2 i.e. high variance in daily leads. It means that there are some other unknown factors which might influence the no. of daily leads other than time spent per lead.

Average No. of Leads on days when Daily Team Review was Attended vs Missed:

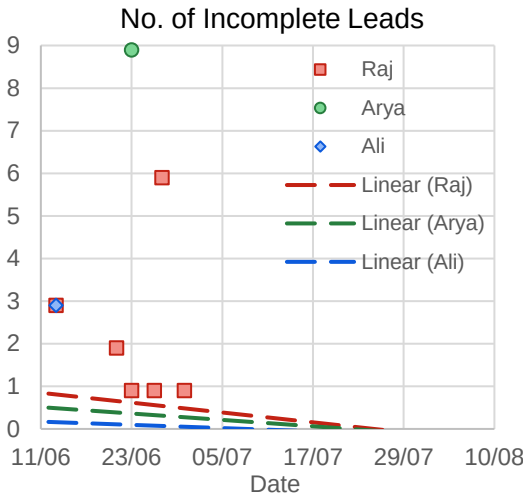


Associate	% Difference in Performance
Raj	43.75%
Arya	NA
Ali	5.57%

Raj and Ali have missed 3 and 1 daily ream review, respectively.

Arya has not missed any daily ream review on her working days.

Although there is a difference in performance, it cannot be directly corelated to the missing of Daily Team Review as the number of datapoints is too low and there can be other unknown factors which might influence the performance.



Associate	R	R^2	b	Intercept (a)	P-value
Raj	0.3337	0.1114	-0.0193	869.79	0.0330
Arya	0.1660	0.0276	-0.0125	563.21	0.2996
Ali	0.2516	0.0633	-0.0063	284.52	0.1125

The trends for all the associates can be found using the formula:

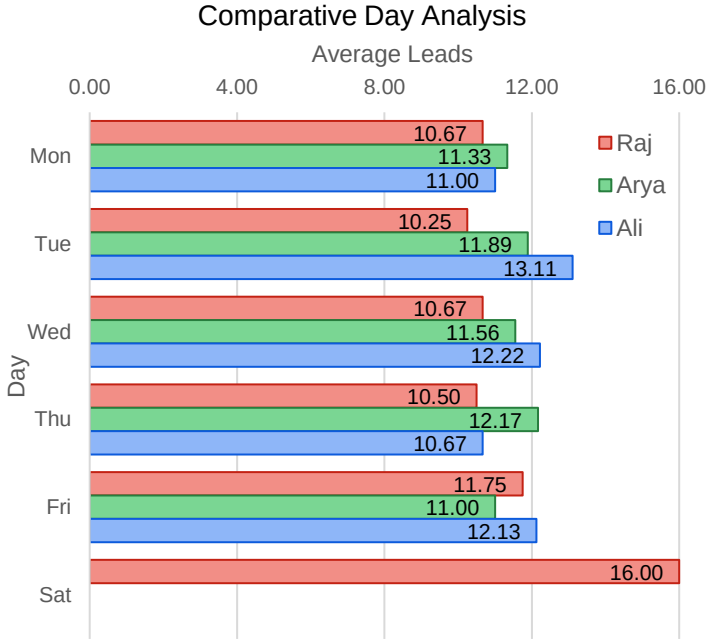
No. of Incomplete Leads = b * (Date) + a

As the slope (b) -ve for all associates, it indicates that the no. of incomplete leads decreases with increase in time, i.e. all associates are improving over time.

Please note that, only for Raj, P-value < 0.05, i.e. only the trend equation for Raj is statistically significant and can be used reliably. Trends of Arya and Ali are not statistically significant.

Also, there is weak correlation between no. of incomplete leads and time as evident from very low coefficient of determination, R^2. There may be some other unknown factors which might influence the no. of incomplete leads other than time.

High Performance Days	Raj		Arya		Ali	
Date	Leads	Time spent (mins)	Leads	Time spent (mins)	Leads	Time spent (mins)
26/06/2023	14	280				
27/06/2023			15	170	15	260
28/06/2023	19	360	15	161	15	240
30/06/2023	18	370			15	240
04/07/2023			15	150	15	240
10/07/2023					15	240
11/07/2023					15	260
21/07/2023	14	290	15	169		
28/07/2023					20	360
01/08/2023					15	210
02/08/2023					15	210
05/08/2023	16	270				
07/08/2023					15	240
08/08/2023					15	300
09/08/2023					15	240
10/08/2023			15	156	15	240
11/08/2023					15	240
Average	16	314	15	161	15	251



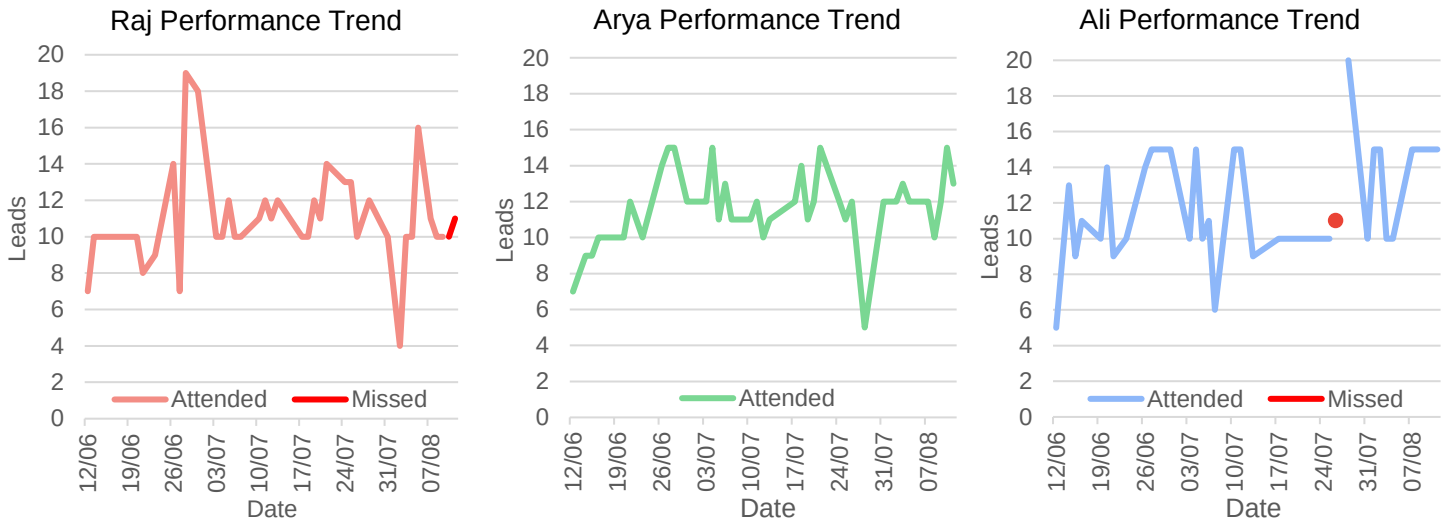
Weekdays show consistent performance across all associates.

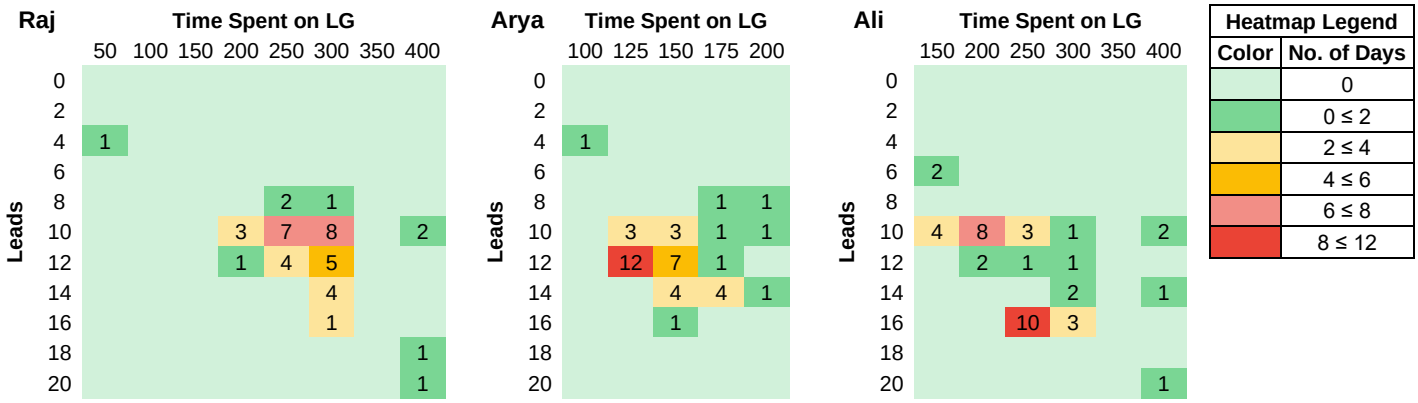
Raj has data for Saturdays with higher leads (16.0) but no Sunday data. Arya and Ali have not worked on weekends.

Ali shows the most variability between days, with his highest performance on Tuesdays (13.1 leads) while Arya maintains the most consistent daily performance.

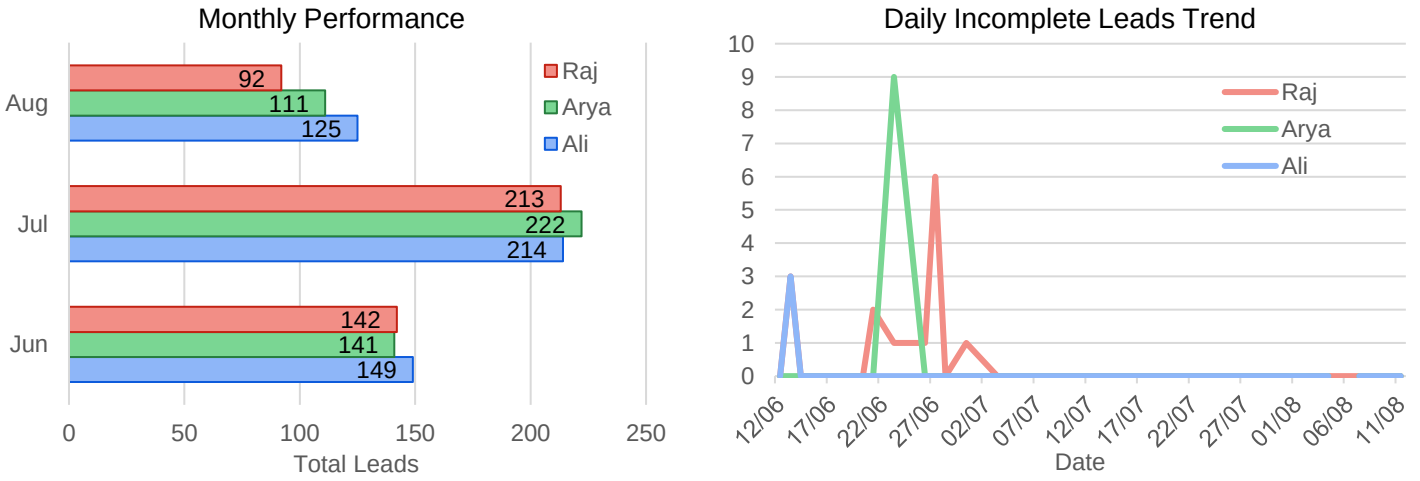
Arya has slight lower performance on Fridays (11.00 leads) and Mondays (11.33 leads) while Raj has higher performance on Fridays (11.75 leads).

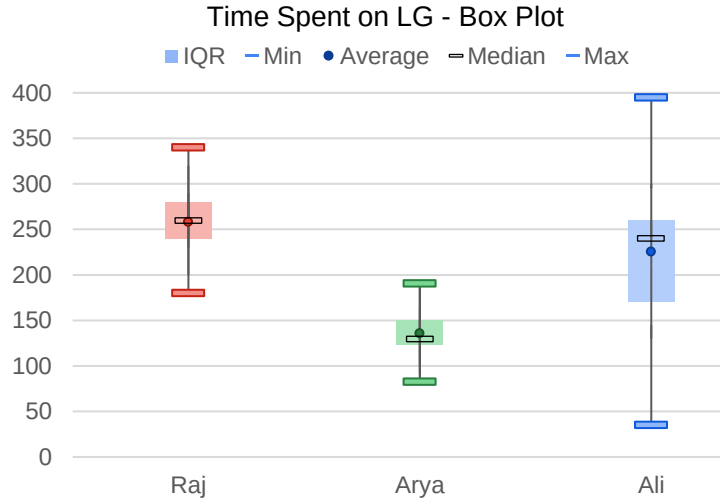
Dashboard





Heatmap Legend	
Color	No. of Days
	0
	0 ≤ 2
	2 ≤ 4
	4 ≤ 6
	6 ≤ 8
	8 ≤ 12

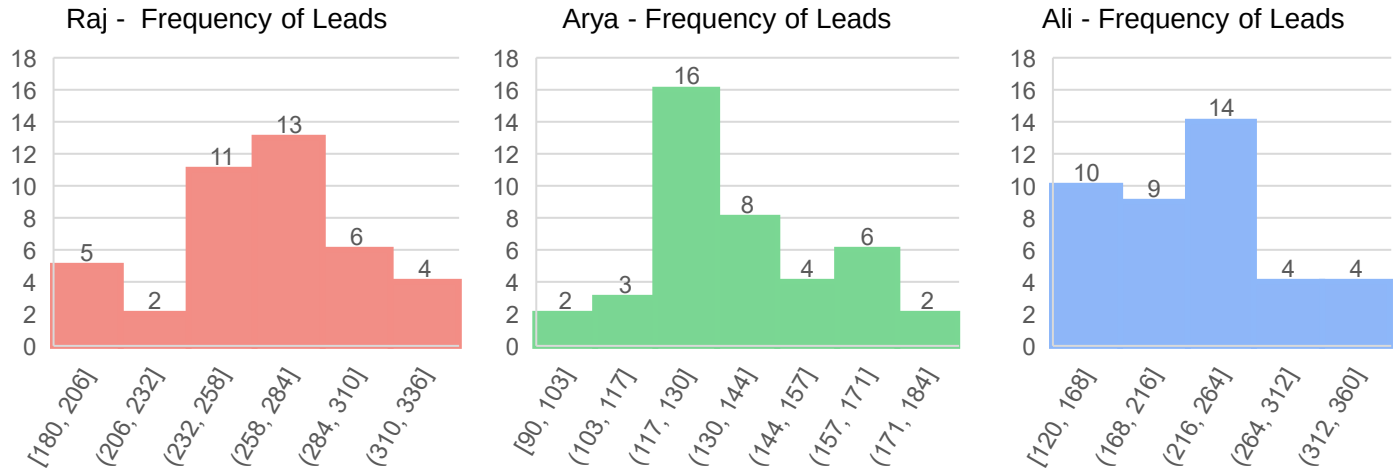




Time Distribution Analysis

Associate	Time Spent on LG				
	IQR	Min	Average	Median	Max
Raj	40	180	258.2	260	340
Arya	27	82.5	135.8	130	190.5
Ali	90	35	225.2	240	395

Impact of Longer Lead Generation Time

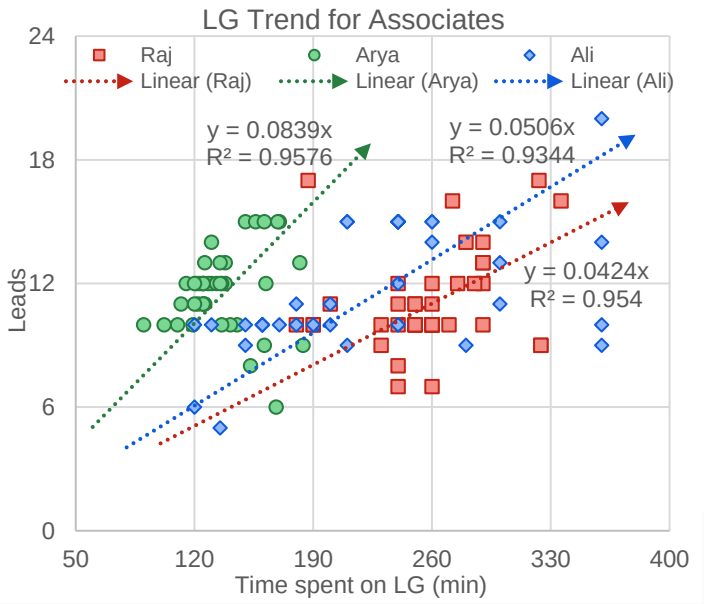


Time Spent	QTL 1	Median
Raj	240	260
Arya	123	130
Ali	170	240

It can be observed from the histogram that frequency of leads starts to spike after the first (25%) quartile, QTL 1. Hence, QTL 1 time is threshold for the time spent on LG beyond which the number of leads generated significantly increases.

The optimal time spent on LG for maximizing leads can be considered as the time when the frequency of leads is highest. The highest frequency is in the bar that contains the median of time spent. Hence, the median time is the optimal time for maximizing leads.

This information can also be verified by comparing it with the minimum time spent corresponding to the QTL 1 and median of Leads.



Associate	R^2	P-value	b	Avg Time Spent/day (min)
Raj	0.9540	2.275E-28	0.0424	258
Arya	0.9576	4.564E-29	0.0839	136
Ali	0.9344	2.825E-25	0.0506	225

Predicted Leads = b * (Total Time Spent on LG)

Considering 20 working days in next 30 days,

Total Time Spent on LG = 20 * Avg Time Spent per Day

Associate	Total Time Spent	Predicted No. of Leads
Raj	5000	212
Arya	2720	228
Ali	4500	227

As the R^2 value is close to 1 and P<<<0.5, the current model is statistically significant can predict the no. of leads generated with high accuracy.

Recommendations

Raj, Arya, and Ali should maintain their average time spent on LG around 258, 136, and 225 mins per day, respectively as it has shown to be effective for them.

All associates should attend daily team reviews consistently. Arya, who has not missed any reviews, shows the highest efficiency. Raj and Ali should aim to attend all reviews to potentially improve their performance.

Implementing a more structured daily routine and setting clear daily goals may help Ali achieve more consistent results.

Associates should analyze the factors contributing to high-performance days and replicate those conditions. E.g., Raj's high-performance days often involve spending more time on LG.

Targeted training must be provided to improve time management and lead generation techniques. E.g., Dale Carnegie Master Class in Sales and Service Excellence, Converting Leads Effectively, How to Avoid Distractions, etc. This can help associates like Ali, who show high variability, to stabilize their performance.

Set realistic and data-driven goals based on past performance trends. E.g., Raj can aim for around 16 leads per day, Arya for 15 leads, and Ali for 15 leads, as these are their average high-performance day leads.

Foster a collaborative environment where associates can share best practices and strategies that work for them. This can help underperforming associates learn from their peers.