PROJECT REPORTS

Introduction

This project aimed to analyze sales data using SQL queries to gain insights into sales rep performance, regional contributions, and top accounts.

Questions Set

- Which Sales Reps Are Handling Which Accounts?
- What has been the share of each sales representative's year-on-year sales out of the total yearly sales?
- Generate the percentage contribution of each region to total yearly revenue over years.
- Which accounts contribute to the bulk of the revenue?
- What is the year-on-year trend on the revenue contribution of each account?

Findings

- **Sales Rep vs. Accounts:** Account Assignment Clarity
- **YoY Sales Rep Performance:** Top Performers & Growth Trends
- **Regional Revenue Contribution:** Regional Sales Performance
- **Top Accounts:** High-Value Account Identification
- **YoY Account Revenue Trend:** Revenue Growth Monitoring

Conclusions

This SQL analysis project provided valuable insights into sales performance, regional contributions, and top accounts. The findings can be used to optimize sales efforts, improve resource allocation, and target top-performing accounts for further growth.

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