

# Organizational Lead Performance Insights

## Summary:

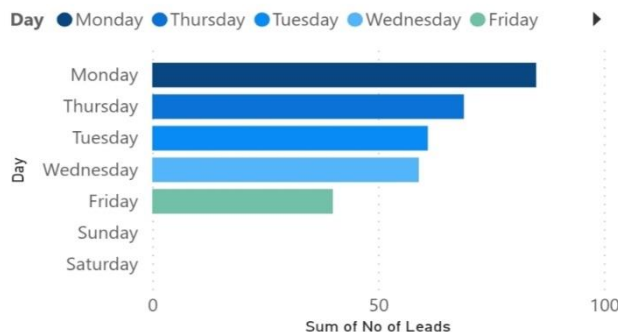
This assignment focuses on analyzing raw data regarding associate performance within the Business Development Team. The goal is to clean, analyze, visualize, and draw actionable insights from the provided dataset.

The dataset contains crucial variables: date, employee names, leads generated, and time spent on lead generation activities.

We are tasked with conducting data analysis for three associations to determine the number of leads generated by each associate and the average time spent on leads by each associate. Additionally, we aim to address business inquiries by deriving insights from the analysis.

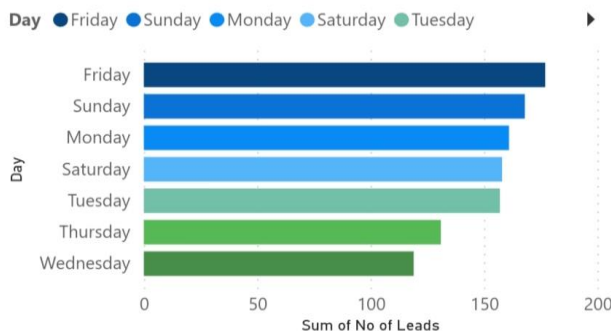
## Comprehensive Dataset Analysis with Visualizations:

Leads Generated Daily by Associate ABC



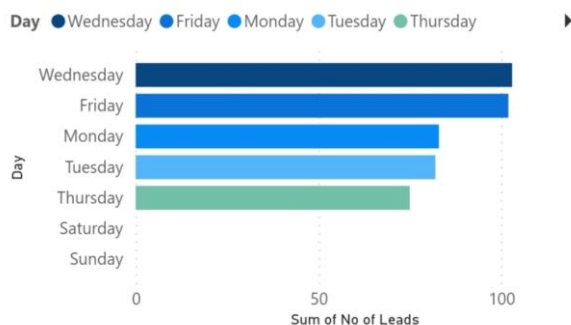
- This chart shows Associate ABC's daily lead generation, peaking on Monday and decreasing throughout the week.
- Empty values on Sunday and Saturday denote non-working days aligning with reduced lead activity.
- Highlights Monday as the most productive day for lead generation, reflecting operational impact.

Leads Generated Daily by Associate KLM



- This chart shows Associate KLM's daily lead generation, peaking on Friday and decreasing throughout the week.
- Unlike Associate ABC, Associate KLM operates throughout the week without taking days off on Sundays or Mondays, resulting in sustained productivity across all weekdays.
- Due to their uninterrupted work schedule, Associate KLM consistently demonstrates higher production levels

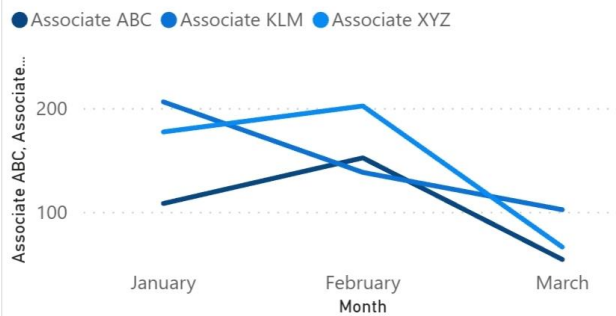
Leads Generated Daily by Associate XYZ



- This chart shows Associate XYZ's daily lead generation, peaking on Wednesday
- Empty values on Sunday and Saturday denote non-working days aligning with reduced lead activity.
- Highlights Wednesday and Friday as the most productive day for lead generation, reflecting operational impact

# Organizational Lead Performance Insights

Lead Trends Across ABC, KLM, and XYZ Companies



- We can analyze the correlation between the number of leads generated by ABC, KLM, and XYZ over the months to understand lead trends across these three companies.

## Answering following questions-

1. What is the total number of leads generated by each Associate-  
Associate ABC:314, Associate KLM:1071, Associate XYZ:445.
2. What is the total number of leaves taken by each associate(considering Saturday and Sunday as holiday)?  
Leaves taken by each Associate excluding Sunday and Saturday as it's holiday-  
Associat ABC: 5, Associate KLM: 13, Associate XYZ: 4.
3. What is the average number of leads generated by each associate?  
Aerage lead generated per day-Associate ABC: 4.13, Associate KLM: 8.64, Associate XYZ: 7.3  
The average number of leads generated by each associate=610, Total Lead=1830
4. Which Associate has been most consistent in lead generation?  
The most consistent Associate in lead generation among ABC, KLM, and XYZ is Associate ABC with the lowest coefficient of variation (CV) of approximately 29.22%. A lower CV indicates greater consistency in lead generation relative to the mean.  
Therefore, Associate ABC has demonstrated comparatively more consistent lead generation performance compared to Associates KLM and XYZ.
5. Do you remove missing values from the data-set for analysis? Provide rationale for your answer.  
I did not remove missing values from the table; instead, I considered them as leaves or holidays. Additionally, I removed duplicate values from the table.

## Recommendation for the Business:

**Focus on Peak Days:** Consider scheduling key tasks on high-productivity days (like Monday for ABC, Friday for KLM etc) to boost lead generation. **Support Low-Productivity Days:** Provide extra training or support on days showing lower productivity (like Thursday for XYZ etc) to improve performance. **Plan Around Leaves and Weekends:** Acknowledge reduced activity on weekends; strategize to compensate for lower output during these days. **Learn from Consistency:** Study and implement successful strategies from consistently performing associates, especially from Associate ABC. **Keep Monitoring:** Regularly track performance trends to adapt strategies and maintain productivity improvements.

(Tools Used for Analysis- Excel for Data cleaning, SQL for Data Exploration, Power Bi for Visualization and Word for report,)

Other code and Visualization Link, Please check for more details- <https://github.com/prime1289/Antartica-Global>