

Represent the data as per the given criteria:
a. Overall profit percentage and commission
for sales against each sales
representative

Sales Rep	Sum of Profit	Sum of ProfitPercentage	Sum of Commision
Ben	5311.01	4.68%	1,135.59
Jacob	5674.30	5.00%	1,132.93
Total	10985.31	9.69%	2,268.52

METHODOLOGY

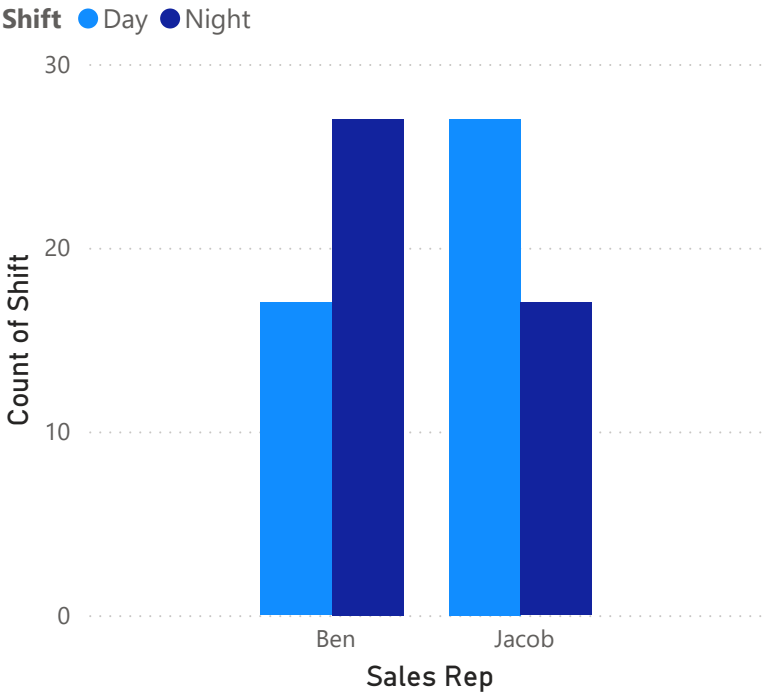
In this task we have made use of table from the Visualization pane. We imported the "Sales Rep" Column and "Profit" column where profit is summarized. By making use of DAX queries ie. using New Measure (Sheet1[Profit]/SUM(Sheet1[Selling Price])) where the format was set onto percentage; I found out the Profit percentage and later appended it to the original table present in report view and summarized it based on the Sales Representative. Suppose the sales representative charge 2% of commision for every transaction, we frame a column with query (Commision = Sheet1[Profit]*0.02)

Sales representative-wise total number of work shifts (monthly basis) and work shifts (day & night) trends against the sales representative

Sales Rep	Shift	Count of Shift
Ben	Day	17
Ben	Night	27
Jacob	Day	27
Jacob	Night	17
Total		88

Month
July
August

Count of Shift by Sales Rep and Shift



What are the areas you find for further improvement in terms of business product sales?

The data indicates that the profit percentage is currently not meeting expectations and has room for improvement. Compared to Ben, Jacob has achieved a slightly higher profit. Therefore, it would be strategic to assign Jacob to shifts during periods when the market is most active.

In which work shift does the sales representative mostly work?

Based on the insights, the total number of shifts worked by each sales representative is the same. Ben completes 17 shifts during the daytime and 27 shifts at night, whereas Jacob completes 27 shifts during the daytime and 17 shifts at night.

Is there any additional impact you find in business in terms of product sales trends?

From the graph, we observe that Jacob has achieved better sales overall, despite a slight decrease in August. This suggests that the majority of products were sold during the daytime, as Jacob was primarily active during this period.

Sum of Quantity Sold wise sales by Month and Sales Rep

