

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 analysis, we utilized a table from the Visualization pane and imported the "Sales Rep" and "Profit" columns, summarizing the profit values. Using DAX (Data Analysis Expressions) queries, we created a new measure to calculate the profit percentage:
Profit Percentage = Sheet1[Profit] / SUM(Sheet1[Selling Price])
- This measure, formatted as a percentage, was added to the original table in the report view and summarized by Sales Representative.
- Assuming a 2% commission rate for each transaction, we introduced an additional column using the following query:
Commission = Sheet1[Profit] * 0.02
- This new column provides insights into the commission earned by each Sales Representative based on their respective profit figures.

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

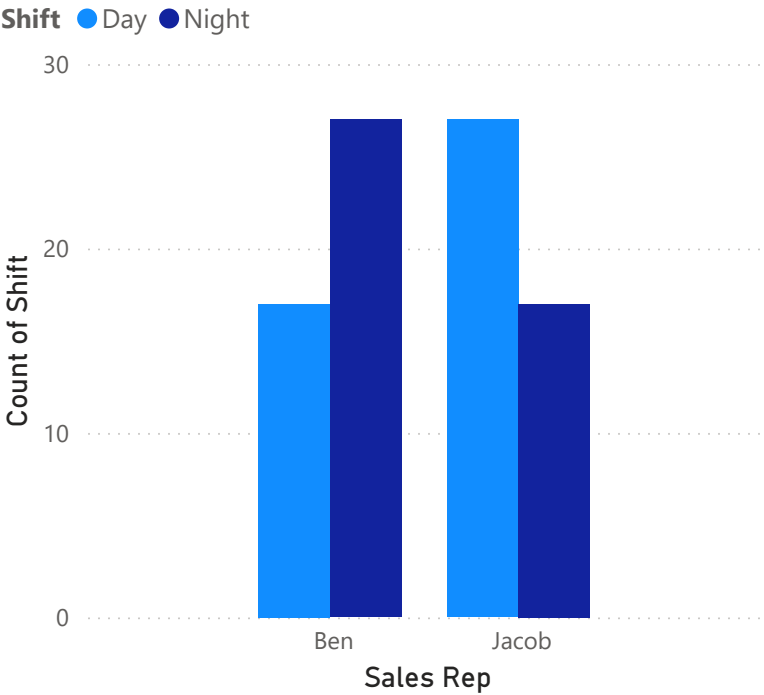
August

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 analysis of the data reveals that there is potential for improvement in the profit percentages achieved by the sales representatives. Notably, Jacob demonstrates a marginally higher profit percentage than Ben, suggesting that he may be more effective during peak market hours. Therefore, it could be beneficial to schedule Jacob's shifts to coincide with periods of high market activity to potentially maximize profits.

In which work shift does the sales representative mostly work?

The insights indicate that both Ben and Jacob have the same total number of shifts, but their distribution between daytime and nighttime varies. Ben works 17 shifts during the day and 27 shifts at night, while Jacob's schedule is the opposite, with 27 daytime shifts and 17 nighttime shifts..

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

The graph demonstrates that Jacob consistently outperforms Ben in terms of sales, despite a minor dip in August. This suggests that a majority of products are likely sold during the daytime, coinciding with Jacob's primary working hours.

Sum of Quantity Sold wise sales by Month and Sales Rep

