

Step 1: - Sign in to the GMail ID that you have enrolled in the training program with. - You will have to enter your password. - You might also be asked to verify the login on your phone/other device.							
Step 2: - After signing in, make a copy of the question sheet. - Rename this copy to "<your_name>OLA-1_Aura & Essence" - Start your work.							
Note: Do not close the sheet you are working on. It cannot be opened again and you will have to start from the beginning.							
Step 3: You have been provided with the data set in the tabs named "Target Sales" and "Actual Sales". Descriptions have been provided in the tab name "Case". Please follow the instruction to solve each question.							
Step 4: Once done, go to Share --> Restricted --> Access to Anyone with the Link --> Editor --> Copy the Link.							
Step 5: Paste the link in the Google Form given below and submit within the deadline. Make sure you are ready to submit and have copied the Sheet Link with Editor access before opening the form. Form:https://forms.gle/ZdSq4xsxvxARzAjH6							
Step 6: You can close the exam by clicking the power button in the bottom-right corner. The password to quit is: invact@1							

Get Started

Aura and Essence, a premium personal care store, requests a comprehensive analysis of its sales team's performance based on the actual and target personal care product units sold during the first six months of the year.

Objective

- Individual Sales Performance:** Assess whether each salesperson achieved their monthly and cumulative sales targets.
- Company-Wise Overview:** Evaluate the company's total sales performance over the first six months and identify trends or areas of concern.

Data

- Target Sales Data:** This dataset outlines the monthly sales targets for personal care products in units that each salesperson is expected to achieve over the first six months of the year.
- Actual Sales Data:** This dataset details the actual units of personal care products sold by each salesperson over the first six months of the year.

Target Sales						
Salesperson	Jan	Feb	Mar	Apr	May	Jun
Ayesha	2000	2550	3500	3600	3500	3700
Raghav	4200	2000	1800	3400	3400	3400
Karan	3500	4000	4300	4500	4800	4900
Priya	3150	2400	3100	4200	4700	3400
Nithin	2250	2700	3000	3600	3500	3300
Arjun	3300	3400	3100	4100	3600	4000
Nisha	2000	2100	2300	4500	3300	3400
Rakesh	2100	2500	3300	3500	4000	4300
Amal	2000	2650	2650	3200	3600	4000

Actual Sales						
Salesperson	Jan	Feb	Mar	Apr	May	Jun
Ayesha	2200	2750	3600	3200	2500	4400
Raghav	3000	2300	1750	3250	2500	4200
Karan	4000	4900	5000	5050	5050	6000
Priya	3200	2650	3150	3200	2800	4300
Nithin	2350	2650	3050	3550	2850	4000
Arjun	3450	3350	3050	4050	3000	5000
Nisha	2600	2300	2350	4550	2500	4000
Rakesh	2500	2300	2000	2700	2000	4300
Amal	2500	2750	2700	3350	2100	4200

Q1) Review and summarize the data to understand its structure, key metrics, and any initial insights.			
Note: Use conditional formatting to highlight the Minimum and Maximum Sales in the reports.			
Sales Overview			
Total Sales	177000		
Number of Months	6		
Number of Salesperson	9		
Average Sales per Month	29500		
Average Sales per Salesperson	19666.67		
Month-wise Sales Analysis			
Month	Sales		
Jan	25800		
Feb	25950		
Mar	26650		
Apr	32900		
May	25300		
Jun	40400		
Minimum Sales	25300		
Maximum Sales	40400		
Salesperson-wise Analysis			
Salesperson	Total Sales		
Ayesha	18650		
Raghav	17000		
Karan	30000		

Priya	19300				
Nithin	18450				
Arjun	21900				
Nisha	18300				
Rakesh	15800				
Amal	17600				
Minimum Sales	15800				
Maximum Sales	30000				

- Q2) Analyze the performance of each salesperson by comparing the target and actual sales for each month
- Retrieve the target and actual sales for each month for all salespersons under the respective headings.
 - Compare the actual sales against the target sales for each salesperson for each month.
 - Label each entry under the heading Target vs Actual as:
 - Target Achieved: If Actual Sales is greater than or equal to Target Sales.
 - Target Missed: If Actual Sales is less than Target Sales.
 - Highlight entries marked as “**Target Missed**” using conditional formatting.

Salesperson Performance Analysis																		
	Target Sales						Actual Sales						Target vs Actual					
Salesperson	Jan	Feb	Mar	Apr	May	Jun	Jan	Feb	Mar	Apr	May	Jun	Jan	Feb	Mar	Apr	May	Jun
Ayesha	2000	2550	3500	3600	3500	3700	2200	2750	3600	3200	2500	4400	Target Achieved	Target Achieved	Target Achieved	Target Missed	Target Missed	Target Achieved
Raghav	4200	2000	1800	3400	3400	3400	3000	2300	1750	3250	2500	4200	Target Missed	Target Achieved	Target Missed	Target Missed	Target Missed	Target Achieved
Karan	3500	4000	4300	4500	4800	4900	4000	4900	5000	5050	5050	6000	Target Achieved	Target Achieved	Target Achieved	Target Achieved	Target Achieved	Target Achieved
Priya	3150	2400	3100	4200	4700	3400	3200	2650	3150	3200	2800	4300	Target Achieved	Target Achieved	Target Achieved	Target Missed	Target Missed	Target Achieved
Nithin	2250	2700	3000	3600	3500	3300	2350	2650	3050	3550	2850	4000	Target Achieved	Target Missed	Target Achieved	Target Missed	Target Missed	Target Achieved
Arjun	3300	3400	3100	4100	3600	4000	3450	3350	3050	4050	3000	5000	Target Achieved	Target Missed	Target Missed	Target Missed	Target Missed	Target Achieved
Nisha	2000	2100	2300	4500	3300	3400	2600	2300	2350	4550	2500	4000	Target Achieved	Target Achieved	Target Achieved	Target Achieved	Target Missed	Target Achieved
Rakesh	2100	2500	3300	3500	4000	4300	2500	2300	2000	2700	2000	4300	Target Achieved	Target Missed	Target Missed	Target Missed	Target Missed	Target Achieved
Amal	2000	2650	2650	3200	3600	4000	2500	2750	2700	3350	2100	4200	Target Achieved	Target Achieved	Target Achieved	Target Achieved	Target Missed	Target Achieved

Q3) Assess the overall performance of each salesperson.

- Retrieve the total target and actual sales of each salesperson for the period under the respective heading.
- Compare actual sales against target sales for each salesperson.
- Label each entry under the heading Target vs Actual as:
 - Target Achieved: If Actual Sales is greater than or equal to Target Sales.
 - Target Missed: If Actual Sales is less than Target Sales.
- Highlight entries marked as “**Target Missed**” using conditional formatting.

Salesperson Overall Performance Analysis					
Salesperson	Target Sales	Actual Sales	Target vs Actual		
Ayesha	18850	18650	Target Missed		
Raghav	18200	17000	Target Missed		
Karan	26000	30000	Target Achieved		
Priya	20950	19300	Target Missed		
Nithin	18350	18450	Target Achieved		
Arjun	21500	21900	Target Achieved		
Nisha	17600	18300	Target Achieved		
Rakesh	19700	15800	Target Missed		
Amal	18100	17600	Target Missed		

Q4) Evaluate the company's overall performance by comparing target sales and actual sales

- Retrieve the total target and actual sales for each month under the respective headings
- Compare actual sales against target sales for each month.
- Label each entry under the 'Target vs Actual' heading as follows:
 - Target Achieved: If actual sales is greater than or equal to target sales.
 - Target Missed: If actual sales is less than target sales.
- Use conditional formatting to highlight entries marked as **“Target Missed”**.

Overall Performance Analysis						
Month	Target Sales	Actual Sales	Target vs Actual			
Jan	24500	25800	Target Achieved			
Feb	24300	25950	Target Achieved			
Mar	27050	26650	Target Missed			
Apr	34600	32900	Target Missed			
May	34400	25300	Target Missed			
Jun	34400	40400	Target Achieved			

Q5) Analyze month-wise growth trends for each salesperson				
•Retrieve the actual sales for each month for every salesperson.				
•Calculate the month-over-month growth percentage for each month.				
•Use conditional formatting to highlight the “negative growth percentages”				

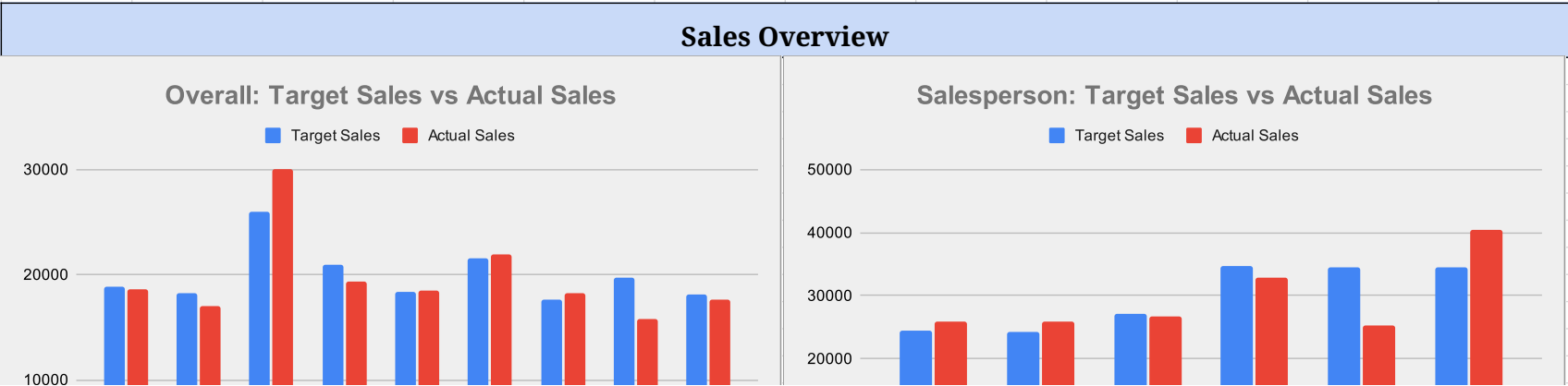
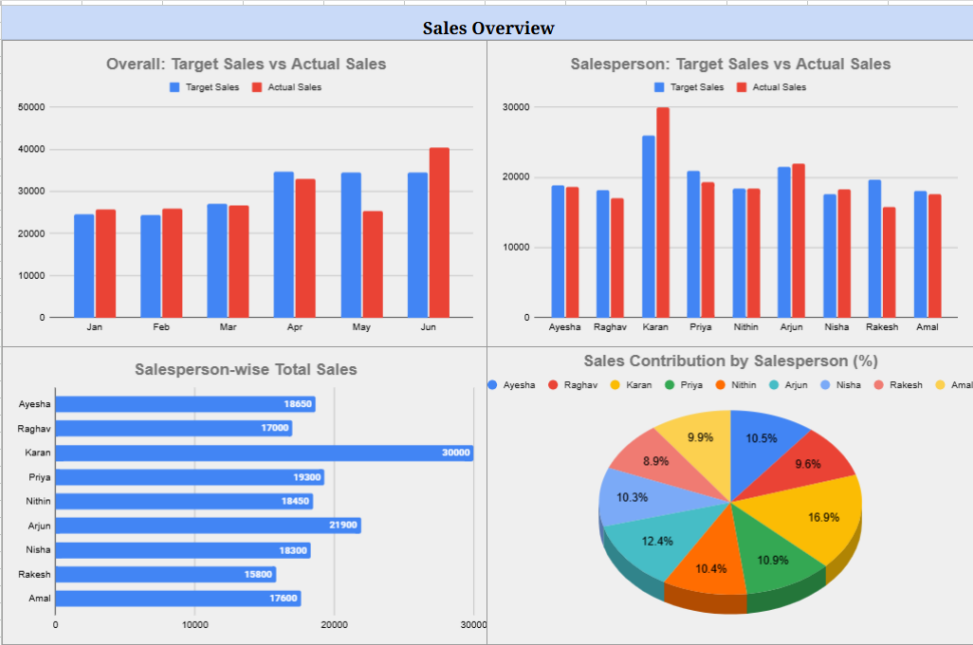
Growth Trends- Salesperson											
	Actual Sales						Month-wise Sales Growth %				
Salesperson	Jan	Feb	Mar	Apr	May	Jun	Feb	Mar	Apr	May	Jun
Ayesha	2200	2750	3600	3200	2500	4400	25.00%	30.91%	-11.11%	-21.88%	76.00%
Raghav	3000	2300	1750	3250	2500	4200	-23.33%	-23.91%	85.71%	-23.08%	68.00%
Karan	4000	4900	5000	5050	5050	6000	22.50%	2.04%	1.00%	0.00%	18.81%
Priya	3200	2650	3150	3200	2800	4300	-17.19%	18.87%	1.59%	-12.50%	53.57%
Nithin	2350	2650	3050	3550	2850	4000	12.77%	15.09%	16.39%	-19.72%	40.35%
Arjun	3450	3350	3050	4050	3000	5000	-2.90%	-8.96%	32.79%	-25.93%	66.67%
Nisha	2600	2300	2350	4550	2500	4000	-11.54%	2.17%	93.62%	-45.05%	60.00%
Rakesh	2500	2300	2000	2700	2000	4300	-8.00%	-13.04%	35.00%	-25.93%	115.00%
Amal	2500	2750	2700	3350	2100	4200	10.00%	-1.82%	24.07%	-37.31%	100.00%

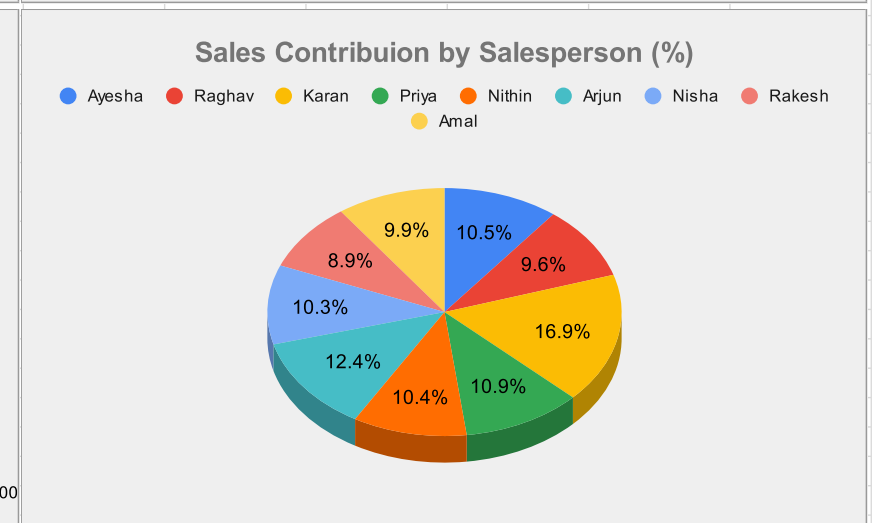
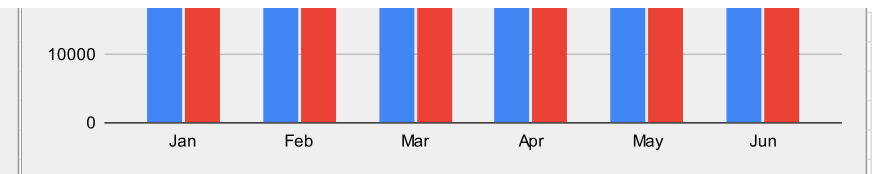
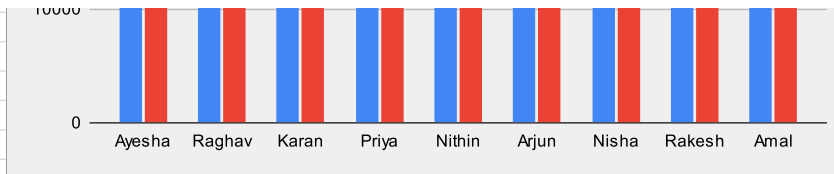
Q6) Analyze the growth trends in sales at the company level

- Retrieve the company's actual sales for each month.
- Calculate the month-over-month growth percentage.
- Use conditional formatting to highlight the “**negative growth percentages**”.

Overall Growth Trend					
Month	Actual Sales	Growth Rate			
Jan	25800				
Feb	25950	0.58%			
Mar	26650	2.70%			
Apr	32900	23.45%			
May	25300	-23.10%			
Jun	40400	59.68%			

Q7) Develop a dashboard that provides a comprehensive overview of sales performance ,similar to the given screenshot.





Q8) Note down the insights from the sales performance analysis and prepare a report for management:									
Insights from Analysis			Report for Management						
Overall Performance			1	June has been most productive month, achieving Highest Sales Output of 40400 units, which is highest of any month					
Details	Month	Unit Sold	2	May has recorded Lowest Sales Output of 25300 units.					
Highest Sales	Jun	40400	3	Karan Standsout as Best Performer by selling the Highest Sales of 30000 units.					
Lowest Sales	May	25300	4	Rakesh has Underperformed with Lowest Sales of 15800 units, indicating scope for improvement					
Salesperson Performance									
Details	Salesperson	Units Sold							
Best Performer	Karan	30000							
Underperformer	Rakesh	15800							