

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
Jacob	5674.30	5.00%	1,132.93
Ben	5311.01	4.68%	1,135.59
Total	10985.31	9.69%	2,268.52

METHODOLOGY

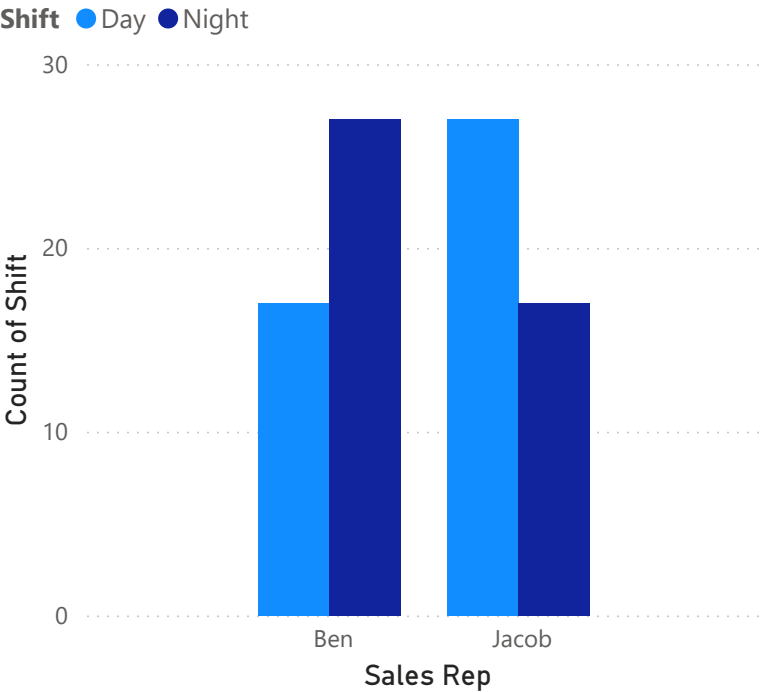
In this task we have made use of table from the Visualization pane. We imported the "Sales Rep" Column and "Profit" column where profit is summarized. By making use of DAX queries ie. using New Measure (Sheet1[Profit]/SUM(Sheet1[Selling Price])) where the format was set onto percentage; I found out the 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?

In the given data the profit percentage is not satisfactory and can be worked on. As compared to Ben, Jacob has slightly higher profit so we can say that Jacob shall be deployed in those shifts when the market is most active.

In which work shift does the sales representative mostly work?

By observing the insights, the total number of shifts of each Sales representative shift is same.
Ben completes 17 shifts in Daytime and 27 shifts in the Night.
While Jacob completes 27 shifts in daytime and 17 shifts during night.

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

From the below given graph we observe that the Jacob has better sales even though the sales decremented slightly during the month of August. Hence we can say that most number of products were sold during day time as Jacob was mostly active during daytime.

Sum of Quantity Sold wise sales by Month and Sales Rep

