

Title: Missing Target DB

Project Description:

The Missing Target Dashboard highlights individuals, departments, and groups that did not achieve target performance levels. The purpose of this project is to identify performance gaps across different segments such as tenure, department, title, and country, enabling managers to address issues proactively.

Key Features:

- **Individual-Level Analysis:** Displays names of employees who missed targets during the reporting period. Highlights performance shortfalls by manager and team.
- **Tenure Insights:** Segregates employees into tenure groups (0–1 year, 1–2 years, 2–3 years, 3–5 years, and 5+ years). Allows identification of whether target misses are more common among new hires or experienced employees.
- **Departmental Segmentation:** Shows performance across 18+ departments (e.g., Whiteboard, Empower, Productize, Streamline, Optimize).
- **Role-Based Breakdown:** Differentiates between Analysts and Senior Analysts, making it easy to compare target achievement by role.
- **Performance Groups:** Groups employees into three performance categories: Less than 90% of target, 90–95% of target & 96–99% of target.
- **Geographic View:** Breaks down performance misses by location (AUS, ENG, NZ).
- **Monthly Trend:** Visualizes missed targets over January to June 2025. Tracks cumulative half-year performance (1H25).

Visuals and Dashboards:

- **Bar Charts:** Department-wise and tenure-wise breakdown of missed targets.
- **Pie/Donut Charts:** Share of missed targets by role and group category.
- **Trend Line:** Monthly trajectory of missed targets (Jan–Jun 2025).
- **Tables:** Lists of employees with missed targets, categorized by manager.

Skills & Tools Used:

- **Excel:** Data cleaning, modeling, and visualization.
- **Calculated Measures:** % Achievement vs. Target, grouping by tenure and role.
- **Dashboard Design:** Clean layout with filters for Manager, Country, and Department.

Outcomes & Insights:

- Pinpointed departments with recurring performance gaps (e.g., Productize, Streamline, Benchmark).
- Identified tenure groups most vulnerable to missing targets (notably 0–1 year employees).
- Highlighted regions (AUS, NZ) with higher counts of missed targets.
- Empowered leadership to focus coaching and support on specific teams, managers, and employee groups.

👉 This dashboard demonstrates my ability to transform HR/performance data into actionable insights for management, combining people analytics with clear visualization.

