I used to work in the retail banking industry, where I was in charge of collecting sales data from subbranches and generating sales reports to the district management team. Every year ﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿﻿subbranch managers reviewed their sales performance and submitted sales pipelines for the next year. The district management team allocate sales target to each subbranch based on their annual review. The main purpose of the annual review process is to negotiate the sales target for the coming year.

Two questions should be designed to elicit the data needs.

**What's the ratio of deposit vs. investment volume?**

In the annual review, subbranch managers are asked to list out the deposit volume and investment activities. Deposit is the base. Managers need to know their abilities to convert the base into profit. How well do salespeople know their customers? Have they provided a fair wealth management plan to their customers? If no, we need to focus more on sales training. If yes, move on to the next question.

**What types of products have been sold?**

Based on customers' unique needs, what type of product would be sold more frequently? For higher profit products, such as insurance or ETFs, are they not needed? or are they harder for customers to understand compared to mutual funds?

Two questions should be ones you anticipate being asked given the district management team.

**What's the ratio of new customers and existing customers?**

This is helping to know the efficiency of customer development. If the new customer rate is so high, it means that customer retention needs to be improved. If the new customer rate is so low, it means that the customer development needs to be improved. New customer development required more expense in marketing. This will lead to the following question.

**How do marketing activities help with sales performance?**

Marketing activities are normally provided to potential customers. Every time when a new customer is registered, there is a short questionnaire following the new account opening process. New customers will be asked how they knew our bank. What's the rate of them choosing marketing activities, such as ads from the Internet, or friend referrals? This will help the management team to better understand their source of new customers.

Reference:

Li, M. (Oct 27, 2015). The two questions you need to ask your data analysts. Retrieved from: <https://hbr.org/2015/10/the-two-questions-you-need-to-ask-your-data-analysts>

In my initial report, I was focusing on the larceny from motor vehicle cases and found out their seasonality. Summer, weekends and afternoon rush hours are the peak time to report larceny cases. I also found out there are more larceny cases happened nearby some commercial areas, such as the Quincy Market, Massachusetts General Hospital, Back bay area, etc.