

# Creating a Model to Allocate Performance Bonuses

## Challenge and Opportunity

A company was seeking a way to better allocate performance bonuses to its employees that considered areas of high and low volume, percentage of increased sales, and location profitability.

## Approach

- The customer had an outdated structure for measuring sales and performance data of its employees. They struggled to balance overall region volume with improvements the sales force had made in historically lower volume or less profitable regions.
- Using Microsoft Power BI, we were able to clean up and integrate information for all of the customer's employees into one central database.
- The database provided the customer with essential information about each employee such as volume of sales made, customer acquisition, etc.

## Results

The new database provided the customer with the information needed to create a more equitable and performance-based bonus structure.

50+

**Clients Served\***

20+

**Data Services Offered**

185%

**Average ROI**  
Based on 2 years of cost decrease or revenue increase over consulting fees \*

*(excluding internal implementation cost)*