



summitBI™

How **our solutions** increased an organization's top-line by more than 150%



@summitcltd



summitConsultingLtd



www.summitcl.com



Do you have a bad apple OR your sales team is underperforming



CHALLENGE

An organization recently made a strong investment in data analytics technologies to overcome the mushrooming issue of underperformance that kept the firm underachieving its revenue targets. The question was, was there a leak in their revenues or it was poor performance from specific sales executives in the entire team?

However, when these technologies were implemented, the staff failed to utilize these analytics solutions and had to acquire training on learning their capabilities. The experts to train these executives had to be shipped

from Kenya which contributed to the firm 30% of the opex in that month.

After a month of rigorous training however, they still failed to achieve what the system was aimed for. It required a bit more sophistication in training and the firm was not willing to offset another fee on importing expatriate trainers to give another sub-standard workshop.

Two months later, they consulted Summit Consulting Limited's Business Intelligence Unit, summitBI to provide a solution to this persistent cancer following referrals from other former beneficiaries.

Visit

www.summitcl.com/summitbi to request for a quote






summitBI provided a **solution** that would shrink their monthly opex by over **60%**. Considering the firm had different staff scheduled to work at different shifts, **SummitBI** found it easy to track down the areas of lag in the entire team. For discretionary purposes, the employee names and company were not included in this case study.

The company provided summitBI with access to their systems; one being the HR system for attendance, and the other being the financial management system for daily financial reports. We extracted data for the previous 40 days (a month and ten days). This data included balances recorded whenever a given mix of staff was deployed at the company. On average, five staff worked on a given day including field operatives and a manager. The data was modeled to get insights which were used to build a model from which the company could anticipate any shortages or underperformance from a given mix, which employee to lay-off or reward and where to provide training.



Visit

www.summitcl.com/downloads

for insightful case studies





Using Ms. Excel

Using Ms Excel, we built a robust predictive analytics model which showed the impact of every employee on top-line whenever they had worked in the previous 40 days. We discovered the following key insights;



STEP 1

1. On a day that every employee worked, the firm made a revenue loss of up to Ugx. 1.5m. This gave us a clear picture that some of the employees were either letting down the entire team or their were signs of a revenue leakage, (see table 1)

Everyone Works			
Staff	Impact on Top-Line	Attendance	Amount Expected
Employee 1	740,320.77	1.00	740,320.77
Employee 2	-2,374,416.56	1.00	(2,374,416.56)
Employee 3	-174,734.84	1.00	(174,734.84)
Employee 4	-191,512.78	1.00	(191,512.78)
Employee 5	-775,755.43	1.00	(775,755.43)
Employee 6	32,990.92	1.00	32,990.92
Employee 7	666,473.52	1.00	666,473.52
Employee 8	931,459.20	1.00	931,459.20
Manager 1	466,592.10	1.00	466,592.10
Manager 2	-587,502.67	1.00	(587,502.67)
Manager 3	-255,188.84	1.00	(255,188.84)
			(1,521,274.59)

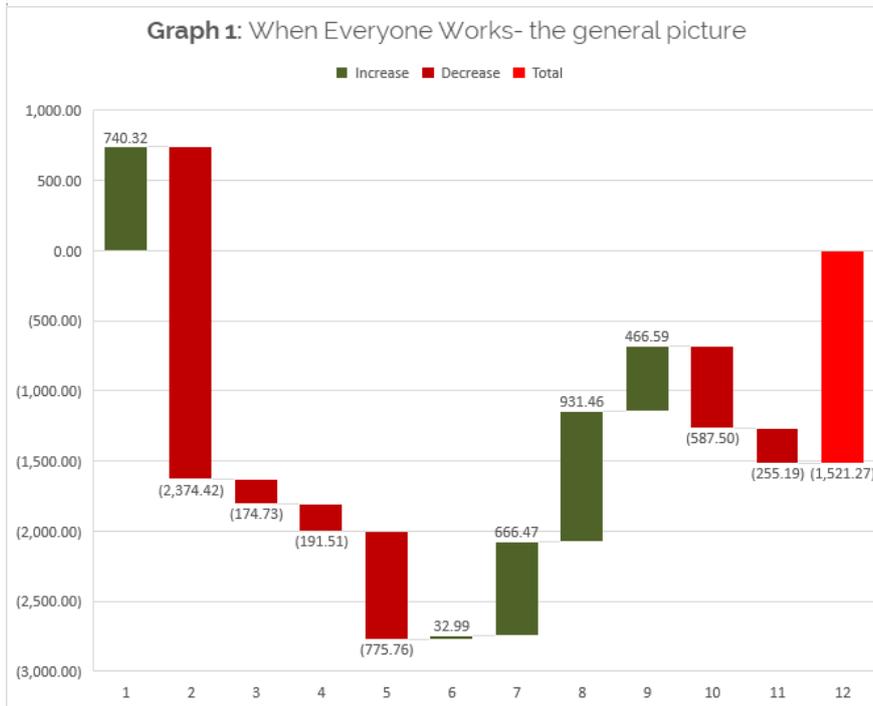
Table 1: Expected Revenue from sales on a day when every employee works





As seen from the graph.

Numbers from **1-8** represent **Employees**
numbers from **9-10** are representing **Managers**



STEP 2

2. We then made a much more granular analysis of individual employees on the entire top-line. First, we assumed a day when employee 1 would have missed. We discovered, there would be even a much worse revenue leakage of a loss of more than Ugx 740,000 from the previous recorded Ugx. 1.5m to Ugx. 2.26m. (see table 2) It was clear, employee 1 was one of the best performing employees in the firm and without him, the company would have fallen in further complications.

when employee 1 is absent

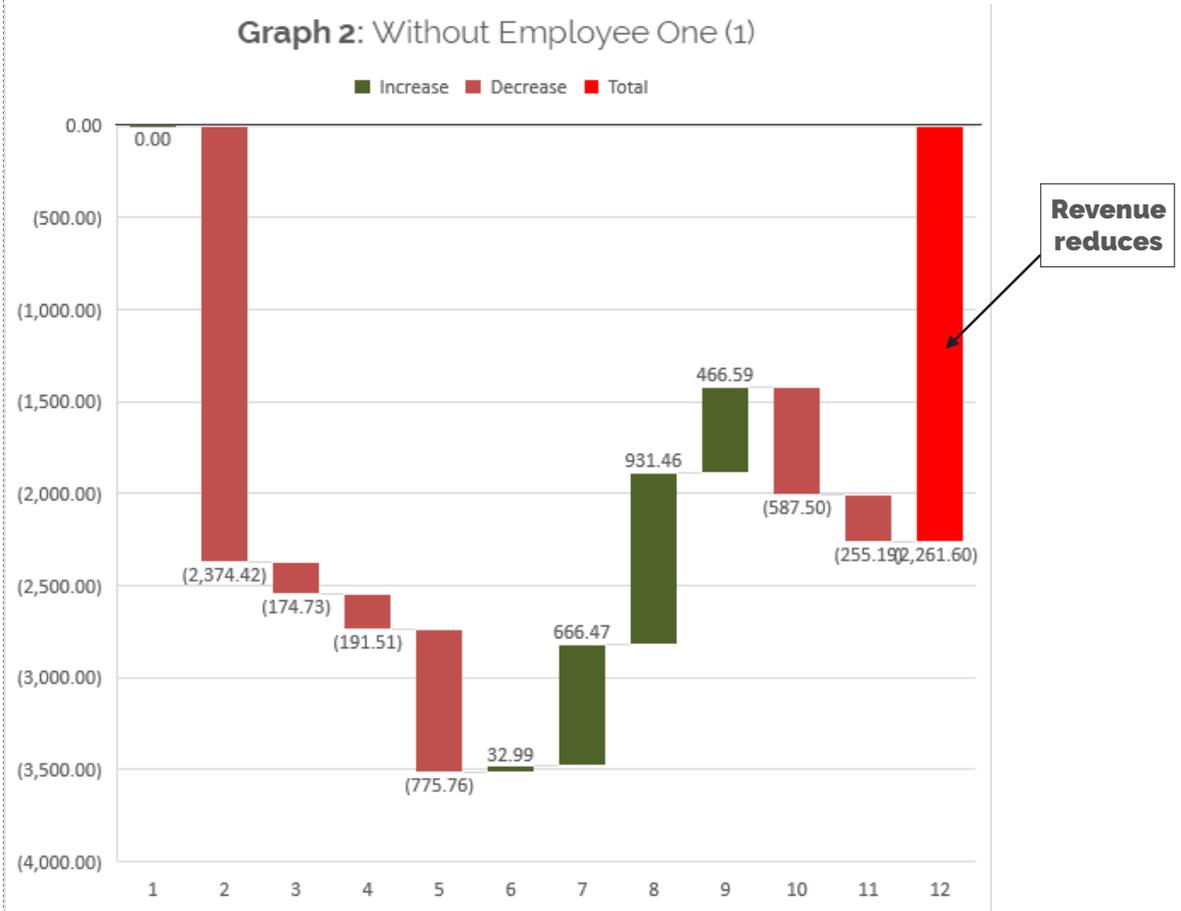
Without Employee 1			
Staff	Impact on Top-Line	Attendance	Amount Expected
Employee 1	740,320.77	0.00	0.00
Employee 2	(2,374,416.56)	1.00	(2,374,416.56)
Employee 3	(174,734.84)	1.00	(174,734.84)
Employee 4	(191,512.78)	1.00	(191,512.78)
Employee 5	(775,755.43)	1.00	(775,755.43)
Employee 6	32,990.92	1.00	32,990.92
Employee 7	666,473.52	1.00	666,473.52
Employee 8	931,459.20	1.00	931,459.20
Manager 1	466,592.10	1.00	466,592.10
Manager 2	(587,502.67)	1.00	(587,502.67)
Manager 3	(255,188.84)	1.00	(255,188.84)
			(2,261,595.36)

Table 2: Revenue Loss when employee 1 did not attend





As seen from the graph.
 Numbers from **1-8** represent **Employees**
 numbers from **9-10** are representing **Managers**



Graph 3 : impact on revenue

Note: Without employee 1, total revenue (line 12) reduced systematically

STEP 3

- When employee 2 was eliminated. We discovered, a more than 150% upsurge in revenue inflow in excess of Ugx. 853,000 (see table 3). This meant, if employee 2 was absent, the company would increase its top-line significantly.

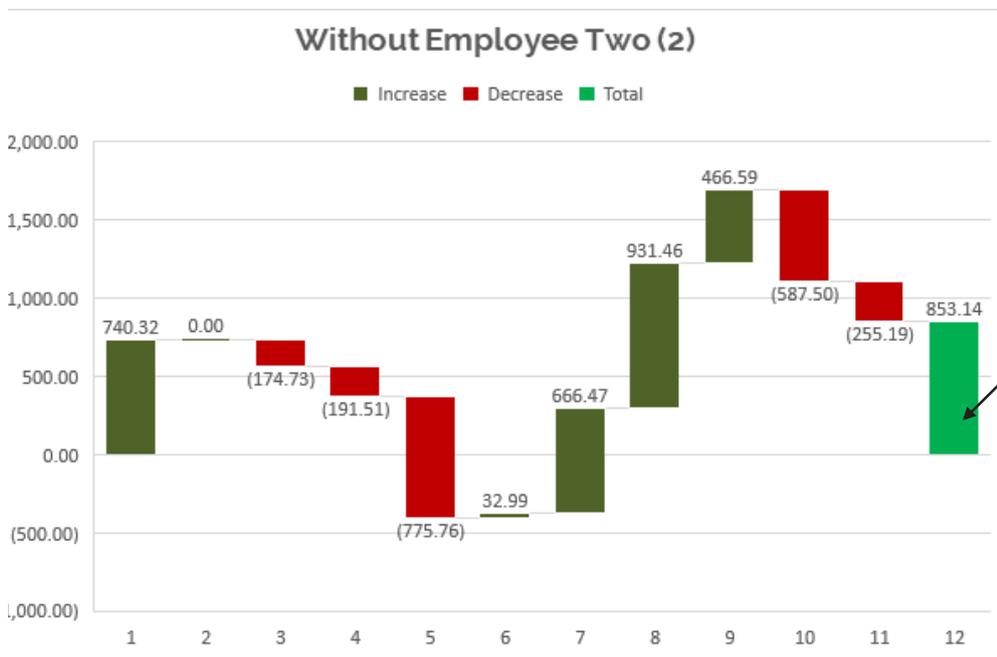




when employee 2 is absent

Without Employee 2			
Staff	Impact on Top-Line	Attendance	Amount Expected
Employee 1	740,320.77	1.00	740,320.77
Employee 2	-2,374,416.56	0.00	0.00
Employee 3	-174,734.84	1.00	-174,734.84
Employee 4	-191,512.78	1.00	-191,512.78
Employee 5	-775,755.43	1.00	-775,755.43
Employee 6	32,990.92	1.00	32,990.92
Employee 7	666,473.52	1.00	666,473.52
Employee 8	931,459.20	1.00	931,459.20
Manager 1	466,592.10	1.00	466,592.10
Manager 2	-587,502.67	1.00	-587,502.67
Manager 3	-255,188.84	1.00	-255,188.84
			853,141.97

Table 3: Revenue increase when employee 2 was absent



Graph 3 : impact on revenue

Revenue increases



As seen from the graph. Numbers from **1-8** represent **Employees** numbers from **9-10** are representing **Managers**

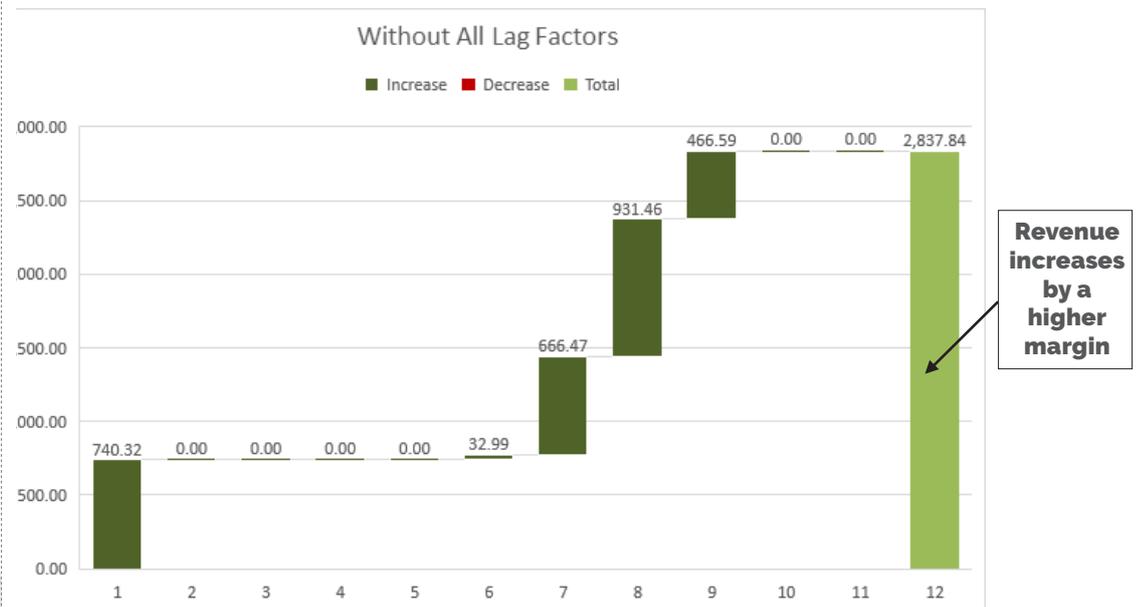


STEP 4

4. When all the employees and managers who were found to cause revenue leakages were eliminated. The upsurge in revenue moved by a massive 286% to Ugx.2.8m. However these resources would be strained, the company had to either recruit new staff in those gaps or train the ones with the least leakage impact on how to handle cash and/or close deals. All in all, employee 2, manager 2 and employee 5 had to be eliminated for a continued upsurge in top-line.

Without all Lag Factors			
Staff	Impact on Top-Line	Attendance	Amount Expected
Employee 1	740,320.77	1.00	740,320.77
Employee 2	-2,374,416.56	0.00	0.00
Employee 3	-174,734.84	0.00	0.00
Employee 4	-191,512.78	0.00	0.00
Employee 5	-775,755.43	0.00	0.00
Employee 6	32,990.92	1.00	32,990.92
Employee 7	666,473.52	1.00	666,473.52
Employee 8	931,459.20	1.00	931,459.20
Manager 1	466,592.10	1.00	466,592.10
Manager 2	-587,502.67	0.00	0.00
Manager 3	-255,188.84	0.00	0.00
			2,837,836.51

Table 4: Impact when all underperformers are out



Graph 4 : with out all lag factors



Skipping other pleasantries, the summitBI productivity Analysis model exposed where there was sufficient leakage in the attendance register by laying off employee 2. Some other employees, that is, 2 and 3 required more than average attention on handling cash and closing sales. Employee 5 was given leave for further investigation while Manager 2 was put under close scrutiny.

To date, the firm has increased its top-line by more than 150%, greatly downsizing its opex by more than 30%. They further empowered their team with summitBI data analytics training flagship package #beyondExcel Productivity which has further reduced downtime in completing tasks at the entity by 90%. The team was empowered with skills to;





Team biographies



Mustapha B. Mugisa is one of those rare people who provide value-based consulting to professionals and corporate entities who demand the very best. He is a prolific speaker, a strategy, risk and anti-fraud expert.
E: premium@summitcl.com
T: 0782610333



Francis Xavier Mukembo is an experienced data analytics professional who provides consulting services in different analytics solutions for decision-making, business intelligence, data visualisation, performance and risk management. He has worked on projects with various MDAs, banks, insurance, telecoms, and more, in areas of Forensics, Risk, Business Intelligence and Security.
E: francis@summitcl.com
T: 0784188438



Godfrey Senyonjo is an Advisory professional who provides consulting services in IFRS 9 implementation and training, forensics, board tools and strategy and many other solutions in business development. His work in IFRS 9 implementation in the Financial sector has saved institutions billions of top-line. He also has experience working with MDAs, Insurance, Telecoms and Publication companies in areas of business development, strategy and forensics.
E: sgodfrey@summitcl.com
T: 0775845691





About Summit Consulting

Summit Consulting Ltd is a professional services firm offering proactive and Practical Toolkits and Educative Workshops that help our clients to improve by selling more, cutting costs, raising employee morale and transforming the business. We are the trusted advisor and counselor to many of the most influential businesses and institutions in the region.

We improve the client's condition in our three specialty service offerings:

1. summitFORENSICS: Prevent revenue leakages and grow your Organisation. We offer both proactive and reactive forensics to give you peace of mind. Manage fraud risks. Investigate fraud cases. And never again have staff for disciplinary action give you a headache. Visit www.summitcl.com/forensics and download free fraud risk assessment tool or email training@summitcl.com

2. summitADVISORY: Grow your revenue and make stakeholders happy. Get practical tools to grow your profits and transform your business. Craft a winning strategy. automate your risk management processes. Motivate your staff. Our experts will work with you to improve your condition. Contact Godfrey on sgodfrey@summitcl.com for IFRSg compliance Toolkit and save on costs.

3. summitSECURITY: We offer a 360 degrees cyber security solution. From external security reviews to overall IT governance and vulnerability assessments including helping you align your overall cyber security resilience framework to your IT strategy and enterprise strategy. This helps you save money, time and worries.

All this training was (is) conducted by experienced data analytics experts who provide real-life case studies on your data and provide on-going support to companies whenever need be.