

# Sales Target vs. Achievement Report

Date: June 30, 2024

Prepared by: Sales Operations

Reporting Period: June 2024

Region: National

## Summary Table

Salesperson	Target (USD)	Achieved (USD)	Variance (USD)	Achievement (%)
Alice Smith	45,000	46,500	+1,500	103.3%
John Lee	52,000	48,000	-4,000	92.3%
Maria Garcia	50,000	51,700	+1,700	103.4%
David Chen	47,000	44,800	-2,200	95.3%
<strong>Total</strong>	<strong>194,000</strong>	<strong>191,000</strong>	<strong>-3,000</strong>	<strong>98.5%</strong>

## Important Notes

- This report compares sales targets against actual achievements for the specified period.
- Variance is calculated as Achieved minus Target.
- Achievement percentage is:  $(\text{Achieved} / \text{Target}) \times 100$ .
- Timely analysis of this report can help identify underperforming areas and recognize top performers.
- Regular review supports data-driven decision making for future sales strategies.