# MARKET RESEARCH ANALYSIS
## Report for Human Resources



## Data Driven Decision Making

**Data Dynamos**
For HR Data Analysis

# Market Research Analysis Report for Human Resources

# 1. Introduction

Human resources play a pivotal role in the success of organizations by attracting talent, managing performance, and fostering a positive work environment. Amid the continuous changes in the job market, it has become essential to conduct an in-depth market research analysis to understand emerging trends, identify challenges, and seize available opportunities in the HR sector.

Through this analysis, we aim to provide valuable insights that help companies and decision-makers make data-driven decisions to enhance HR efficiency and achieve a competitive advantage in an ever-evolving work environment.

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# 2. Labor Force Rate:

## Labor Force Rate Indicator and Its Impact on Human Resources

The **Labor Force Rate** refers to the percentage of individuals participating in the labor market, whether employed or actively seeking employment, in relation to the total working-age population. This indicator is a fundamental factor in human resource analysis, as it reflects the availability of the workforce and its level of participation in the economy.

| | Labor Force Rate | | |
|---|---|---|---|
| West Virginia | WV | 54.70% | Minimum |
| California | CA | 61.90% | |
| Illinois | IL | 64.80% | |
| New York | NY | 60.80% | |
| North Dakota | ND | 68.40% | Maximum |
| Utah | UT | 68.40% | Maximum |
| Average (CA , IL , NY) | | 63% | |

## Implications of the Indicator on Human Resources:

- **Talent Availability:** The labor force rate helps determine the size of the available workforce for companies, influencing recruitment policies and talent acquisition strategies.
- **Employment and Unemployment Trends:** A decline in this rate may indicate workforce disengagement due to factors such as limited job opportunities or weak incentives, while an increase suggests higher participation in the labor market.

- **Strategic Workforce Planning:** Companies use this indicator to assess their future workforce needs and develop training programs to enhance employees' skills.
- **Impact of Economic and Social Factors:** The labor force rate is influenced by factors such as education, government policies, and wage levels, which help shape HR strategies to encourage workforce participation.

Overall, the **Labor Force Rate** serves as a vital tool for understanding labor market dynamics and making effective human resource management decisions.

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# 3. Unemployment Rate:

## Unemployment Rate Indicator and Its Impact on Human Resources

The **Unemployment Rate** refers to the percentage of unemployed individuals who are actively seeking jobs compared to the total labor force. This indicator is one of the most important tools that reflect the health of the labor market and has a direct impact on human resource policies and recruitment strategies.

| | | Unemployment Rate | |
|---|---|---|---|
| South Dakota | SD | 2.10% | Minimum |
| California | CA | 4.10% | |
| Illinois | IL | 4.90% | |
| New York | NY | 4.40% | |
| Nevada | NV | 5.80% | Maximum |
| Average (CA , IL , NY) | | 4% | |

## Implications of the Indicator on Human Resources:

- **Workforce Availability:** A high unemployment rate indicates a large number of job seekers, providing companies with a broad pool of potential candidates.
- **Competitiveness in Recruitment:** When the unemployment rate is low, the job market becomes more competitive, prompting companies to offer better benefits to attract and retain talent.
- **Recruitment Strategies:** This indicator helps companies determine the right time to expand their teams or restructure their workforce based on market conditions.
- **Skills Gap Analysis:** A high unemployment rate may reflect a mismatch between job seekers' skills and job requirements, necessitating training programs to bridge this gap.

- **Salaries and Incentives:** When unemployment is high, wage levels may decline due to an oversupply of job seekers, whereas low unemployment leads to increased salaries and benefits to retain employees and attract skilled professionals.

## Conclusion:

The **Unemployment Rate** is a key indicator for understanding labor market trends and making effective human resource management decisions. It helps companies develop flexible hiring strategies that adapt to economic and social changes.

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# 4. Average Annual Salaries:

## Average Annual Salaries Indicator and Its Impact on Human Resources

The **Average Annual Salaries** indicator refers to the average wage earned by employees over a specific year. It is one of the key factors in human resource analysis, as it reflects salary levels and compensation trends in the labor market.

| | | Average Annual Salaries | | |
|---|---|---|---|---|
| Alabama | AL | $ | 43,000 | Minimum |
| California | CA | $ | 113,651 | |
| Illinois | IL | $ | 95,098 | |
| New York | NY | $ | 75,157 | |
| Washington | WA | $ | 136,000 | Maximum |
| Average (CA , IL , NY) | | $ | 94,635.33 | |

| | | Average Monthly Salaries | | |
|---|---|---|---|---|
| Alabama | AL | $ | 3,583 | Minimum |
| California | CA | $ | 9,471 | |
| Illinois | IL | $ | 7,925 | |
| New York | NY | $ | 6,263 | |
| Washington | WA | $ | 11,333 | Maximum |
| Average (CA , IL , NY) | | $ | 7,886.33 | |

## Implications of the Indicator on Human Resources:

- **Labor Market Competitiveness:** This indicator helps companies compare their salaries with the market average, influencing their ability to attract and retain talent.

- **Employee Motivation and Productivity:** Competitive salaries enhance employee satisfaction and increase job loyalty, positively impacting productivity and overall organizational performance.
- **Strategic Compensation and Benefits Planning:** Companies rely on this indicator to develop wage and reward strategies, ensuring a balance between costs and the ability to attract skilled professionals.
- **Impact of Economic Factors:** The average annual salaries are influenced by factors such as inflation, cost of living, and supply and demand for jobs, affecting HR decisions regarding salary increments and compensation adjustments.
- **Employee Turnover Rate:** Lower salaries compared to the market average may lead to higher employee turnover rates, requiring companies to develop strategies to retain talent.

Overall, the **Average Annual Salaries** indicator is a crucial tool that helps organizations make informed decisions about salary policies, talent acquisition strategies, and gaining a competitive advantage in the job market.

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# 5. Total Number of Employees:

## Total Number of Employees Indicator and Its Impact on Human Resources

The **Total Number of Employees** refers to the overall number of individuals employed within an organization, sector, or economy over a specific period. This indicator is one of the key metrics in human resource analysis, as it reflects the workforce size and the economic activity level of an organization or market.

| | | Total Number of Employees | |
|---|---|---|---|
| Alaska | AK | 280,000 | Minimum |
| California | CA | 18,400,000 | |
| Illinois | IL | 6,156,600 | |
| New York | NY | 9,895,500 | |
| California | CA | 18,400,000 | Maximum |
| Average (CA , IL , NY) | | 11,484,033 | |

## Implications of the Indicator on Human Resources:

- **Measuring Organizational Growth:** An increase in the number of employees indicates company expansion and a rising demand for human resources, while a decrease may suggest job cuts or restructuring.

- **Determining Hiring Needs:** This indicator helps companies plan their recruitment strategies, whether by increasing hiring to accommodate growth or enhancing the efficiency of the existing workforce.
- **Productivity and Efficiency Analysis:** When compared to other indicators such as revenue or productivity, it can help assess workforce efficiency and the achievement of operational goals.
- **Employee Development Planning:** Based on workforce size, companies can determine training and professional development needs to enhance employee performance and skills.
- **Labor Market Trends:** The indicator can reflect employment trends in the market, such as sectors experiencing job growth or those facing job reductions.

## Conclusion:

The **Total Number of Employees** is a crucial indicator for measuring workforce size and its impact on human resource strategies, aiding in informed decision-making regarding hiring, productivity, and professional development.

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## 6. Distribution by Category (Full-time or Part-time):

The "**Distribution by Category (Full-time or Part-time)**" indicator in human resources refers to the distribution of the workforce within an organization based on employment type, distinguishing between full-time and part-time employees.

| | | Full-Time Employees | |
|---|---|---|---|
| Wyoming | WY | 220,000 | Minimum |
| California | CA | 13,700,000 | |
| Illinois | IL | 4,700,000 | |
| New York | NY | 7,500,000 | |
| California | CA | 13,700,000 | Maximum |
| Average (CA , IL , NY) | | 8,633,333 | |

| | | Part-Time Employees | |
|---|---|---|---|
| Wyoming | WY | 80,000 | Minimum |
| California | CA | 4,600,000 | |
| Illinois | IL | 1,600,000 | |
| New York | NY | 2,500,000 | |
| California | CA | 4,600,000 | Maximum |
| Average (CA , IL , NY) | | 2,900,000 | |

<u>**Indicator Implications:**</u>

1. **Workforce Structure Analysis:** Helps in understanding the ratio of full-time to part-time employees, providing a clear view of the organization's employment structure.
2. **Strategic Decision-Making:** Assists in determining whether adjustments to the employment structure are needed to meet business requirements, such as increasing full-time employees for stability or expanding part-time employment for greater flexibility.
3. **Cost Management:** The balance between full-time and part-time employees impacts payroll and benefits costs, as part-time employees often incur lower benefit expenses.
4. **Workforce Flexibility Measurement:** A high proportion of part-time employees may indicate a strategic shift towards greater employment flexibility, which can be beneficial in industries such as retail and services.
5. **Work Environment and Job Stability Analysis:** The distribution between employment categories can reflect job stability within the organization. A high percentage of part-time employees may indicate high turnover rates or seasonal employment trends.

Thus, this indicator serves as a critical analytical tool for understanding workforce structure and making informed management decisions that support the organization's operational and strategic goals.

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## <u>7. Salary Data (Minimum, Maximum, and Average Monthly Salary):</u>

The "**Minimum, Maximum, and Average Monthly Salary**" indicator in human resources analysis reflects several key aspects related to the labor market and organizational performance, including:

| | | Average monthly Salary | | |
|---|---|---|---|---|
| Idaho | ID | $ | 3,473 | Minimum |
| California | CA | $ | 6,102 | |
| Illinois | IL | $ | 4,999 | |
| New York | NY | $ | 5,792 | |
| Massachusetts | MA | $ | 6,175 | Maximum |
| Average (CA , IL , NY) | | $ | 5,631 | |

| | | Maximum monthly Salary | |
|---|---|---|---|
| Mississippi | MS | $ 10,417 | Minimum |
| West Virginia | WV | $ 10,417 | Minimum |
| California | CA | $ 14,583 | |
| Illinois | IL | $ 12,917 | |
| New York | NY | $ 15,417 | |
| Massachusetts | MA | $ 15,417 | Maximum |
| New York | NY | $ 15,417 | Maximum |
| Average (CA , IL , NY) | | $ 14,306 | |

| | | Minimum monthly Salary | |
|---|---|---|---|
| Alabama | AL | $ 1,257 | Minimum |
| Georgia | GA | $ 1,257 | Minimum |
| Idaho | ID | $ 1,257 | Minimum |
| Indiana | IN | $ 1,257 | Minimum |
| Iowa | IA | $ 1,257 | Minimum |
| Kansas | KS | $ 1,257 | Minimum |
| Kentucky | KY | $ 1,257 | Minimum |
| Louisiana | LA | $ 1,257 | Minimum |
| Mississippi | MS | $ 1,257 | Minimum |
| New Hampshire | NH | $ 1,257 | Minimum |
| North Carolina | NC | $ 1,257 | Minimum |
| North Dakota | ND | $ 1,257 | Minimum |
| Oklahoma | OK | $ 1,257 | Minimum |
| Pennsylvania | PA | $ 1,257 | Minimum |
| South Carolina | SC | $ 1,257 | Minimum |
| Tennessee | TN | $ 1,257 | Minimum |
| Texas | TX | $ 1,257 | Minimum |
| Utah | UT | $ 1,257 | Minimum |
| Wisconsin | WI | $ 1,257 | Minimum |
| Wyoming | WY | $ 1,257 | Minimum |
| California | CA | $ 2,887 | |
| Illinois | IL | $ 2,589 | |
| New York | NY | $ 2,808 | |
| Washington | WA | $ 2,964 | Maximum |
| Average (CA , IL , NY) | | $ 2,761 | |

## Wage Structure and Competitiveness:

- The minimum and maximum salary levels indicate the wage disparity in the labor market, helping assess pay equity and compare salaries with competitors.

- It helps determine whether the offered salaries are attractive to employees compared to the market.

## Skill Level and Experience Requirements:

- A high maximum salary may indicate a demand for specialized skills or rare expertise.
- A low minimum salary may suggest an abundance of workers with basic skills.

## Labor Costs and Budget Management:

- The average salary helps companies with financial planning and effective budget allocation.
- It contributes to determining hiring costs and maintaining a balance between expenses and profitability.

## Economic Trends and Inflation:

- Changes in average salaries over time reflect economic influences, such as inflation or increasing demand for labor in certain sectors.

## Employee Satisfaction and Retention:

- A significant gap between the minimum and maximum salary may indicate wage inequality, potentially affecting employee satisfaction and motivation.
- Competitive salaries help reduce employee turnover rates and increase job stability.

Overall, analyzing this indicator aids in making strategic decisions to improve wage policies and enhance a company's competitiveness in the labor market.

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# 8. Performance Evaluation:

**Performance Evaluation** is a key indicator in human resources that reflects employees' efficiency in performing their tasks according to the organization's defined objectives. This indicator can signify several important aspects related to HR, including:

1. **Employee efficiency and productivity**: Helps measure how well individuals achieve their job goals and contribute to the company's overall performance.
2. **Training and development needs**: Identifies skill gaps that require improvement through targeted training programs.
3. **Job satisfaction levels:** Poor performance may indicate issues related to motivation, work environment, or management policies.

4. **Effectiveness of evaluation and incentive systems:** Reflects the accuracy and fairness of performance assessment tools and their impact on overall improvement.
5. **Career growth and promotion planning:** Assists in identifying high-performing employees who can be promoted to leadership roles.

| Employees Rated as "Excellent" | | | |
|---|---|---|---|
| Wyoming | WY | 28,000 | Minimum |
| California | CA | 1,790,000 | |
| Illinois | IL | 600,000 | |
| New York | NY | 940,000 | |
| California | CA | 1,790,000 | Maximum |
| Average (CA , IL , NY) | | 1,110,000 | |

| Employees Rated as "Very Good" | | | |
|---|---|---|---|
| Wyoming | WY | 70,000 | Minimum |
| California | CA | 4,475,000 | |
| Illinois | IL | 1,500,000 | |
| New York | NY | 2,350,000 | |
| California | CA | 4,475,000 | Maximum |
| Average (CA , IL , NY) | | 2,775,000 | |

| Employees Rated as "Good" | | | |
|---|---|---|---|
| Wyoming | WY | 140,000 | Minimum |
| California | CA | 8,950,000 | |
| Illinois | IL | 3,000,000 | |
| New York | NY | 4,700,000 | |
| California | CA | 8,950,000 | Maximum |
| Average (CA , IL , NY) | | 5,550,000 | |

| Employees with Low Performance | | | |
|---|---|---|---|
| Wyoming | WY | 42,000 | Minimum |
| California | CA | 2,685,000 | |
| Illinois | IL | 900,000 | |
| New York | NY | 1,410,000 | |
| California | CA | 2,685,000 | Maximum |
| Average (CA , IL , NY) | | 1,665,000 | |

In summary, **Performance Evaluation** is a vital HR tool that supports strategic decision-making to enhance productivity and improve the work environment.

# 9. Training and Development:

The **Training and Development** indicator in human resources refers to an organization's efforts to **train employees and enhance their skills**, ultimately improving job performance and increasing productivity. This indicator reflects the extent to which a company invests in developing its workforce through internal training programs, external courses, workshops, or modern learning techniques such as e-learning.

| | | Training Budget | | |
|---|---|---|---|---|
| Alaska | AK | $ 20,000,000 | Minimum |
| Vermont | VT | $ 20,000,000 | Minimum |
| Wyoming | WY | $ 20,000,000 | Minimum |
| California | CA | $ 200,000,000 | |
| Illinois | IL | $ 180,000,000 | |
| New York | NY | $ 250,000,000 | |
| New York | NY | $ 250,000,000 | Maximum |
| Average (CA , IL , NY) | | $ 210,000,000 | |

| Number of Training Courses Conducted Annually | | | |
|---|---|---|---|
| Alaska | AK | 300 | Minimum |
| Vermont | VT | 300 | Minimum |
| Wyoming | WY | 300 | Minimum |
| California | CA | 2,000 | |
| Illinois | IL | 1,800 | |
| New York | NY | 2,500 | |
| New York | NY | 2,500 | Maximum |
| Average (CA , IL , NY) | | 2,100 | |

| Number of Employees who Received Training | | | |
|---|---|---|---|
| Alaska | AK | 5,000 | Minimum |
| California | CA | 50,000 | |
| Illinois | IL | 45,000 | |
| New York | NY | 60,000 | |
| New York | NY | 60,000 | Maximum |
| Average (CA , IL , NY) | | 51,667 | |

## The Importance of Training and Development in Human Resources:

1. **Enhancing Employee Performance:** Equips employees with the necessary skills and knowledge to perform their jobs efficiently.
2. **Increasing Job Satisfaction:** Boosts employee loyalty and satisfaction by providing opportunities for career growth.

3. **Achieving Organizational Goals:** Contributes to fulfilling the company's vision and objectives by improving workforce competencies.
4. **Preparing for the Future:** Helps employees get ready for promotions and leadership roles.
5. **Enhancing Competitiveness:** Enables companies to stay competitive by continuously upgrading employee skills.

A **high Training and Development indicator** signifies a strong commitment to human capital development, whereas a **low indicator** may suggest a lack of investment in employee growth, potentially impacting overall company performance negatively.

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## 10. Resignations and Recruitment:

The **Resignations and Recruitment** indicator in human resources reflects the stability of the workforce within an organization and its ability to attract new talent.

| Employee Turnover Rate | | | |
|---|---|---|---|
| California | CA | 34% | Minimum |
| California | CA | 34% | |
| Illinois | IL | 39% | |
| New York | NY | 40% | |
| Alaska | AK | 62% | Maximum |
| Montana | MT | 62% | Maximum |
| Average (CA , IL , NY) | | 38% | |

| Number of Employees who Resigned or whose Contracts Ended | | | |
|---|---|---|---|
| Vermont | VT | 156,000 | Minimum |
| Wyoming | WY | 156,000 | Minimum |
| California | CA | 6,108,000 | |
| Illinois | IL | 2,364,000 | |
| New York | NY | 3,852,000 | |
| Texas | TX | 6,504,000 | Maximum |
| Average (CA , IL , NY) | | 4,108,000 | |

| Number of New Hires during the Year | | | |
|---|---|---|---|
| Vermont | VT | 156,000 | Minimum |
| Wyoming | WY | 156,000 | Minimum |
| California | CA | 6,132,000 | |
| Illinois | IL | 2,616,000 | |
| New York | NY | 4,104,000 | |
| Texas | TX | 6,876,000 | Maximum |
| Average (CA , IL , NY) | | 4,284,000 | |

### Indicator Implications:

1. **Resignation Rate:**
   - A high resignation rate may indicate issues such as low job satisfaction, misalignment with company culture, or better job opportunities in the market.
   - A low resignation rate may suggest employee stability, but it could also indicate a lack of internal career growth opportunities or challenges in innovation and renewal.
2. **Recruitment Rate:**
   - A high recruitment rate can be a positive sign of business growth and expansion, but it may also suggest a high employee turnover rate.
   - A low recruitment rate may indicate organizational stability or difficulties in attracting new talent due to factors such as company reputation or market competition.

### Importance of Analysis:

- Helps assess the work environment and employee conditions within the organization.
- Identifies the effectiveness of recruitment and retention strategies.
- Aids in developing improvement plans to reduce resignation rates and enhance the organization's attractiveness to new employees.

Analyzing this indicator is essential for developing HR strategies that balance talent acquisition and employee retention.

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# 11. Insurance and Benefits:

The **Insurance and Benefits** indicator in human resources refers to the insurance plans and benefits that companies provide to employees as part of their compensation package. This includes:

| Percentage of Employees Covered by Health Insurance | | | |
|---|---|---|---|
| Alaska | AK | 80% | Minimum |
| Idaho | ID | 80% | Minimum |
| Mississippi | MS | 80% | Minimum |
| New Mexico | NM | 80% | Minimum |
| Wyoming | WY | 80% | Minimum |
| California | CA | 85% | |
| Illinois | IL | 85% | |
| New York | NY | 86% | |
| Massachusetts | MA | 89% | Maximum |
| Average (CA , IL , NY) | | 85% | |

| Average Annual Health Insurance Cost Per Employee | | | |
|---|---|---|---|
| Arkansas | AR | $ 6,300 | Minimum |
| California | CA | $ 7,200 | |
| Illinois | IL | $ 7,100 | |
| New York | NY | $ 7,700 | |
| Hawaii | HI | $ 7,800 | Maximum |
| Average (CA , IL , NY) | | $ 7,333 | |

- **Health Insurance**: Covers medical expenses for employees and their families.
- **Life Insurance**: Provides financial protection for employees' families in case of death.
- **Disability Insurance**: Includes coverage for temporary or permanent disabilities that affect an employee's ability to work.
- **Retirement and Pension Plans**: Such as retirement savings plans and pension funds that help employees plan for their financial future.
- **Additional Benefits**: Including paid leave, housing assistance, educational support, and wellness programs.

This indicator is crucial for **attracting and retaining talent**, as the quality of insurance and benefits significantly impacts employee satisfaction, motivation, and turnover rates.

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# 12. Leaves and Absenteeism:

The **Leaves and Absenteeism** indicator in human resources refers to the rate of employee leaves and absences. It is a key metric that reflects the overall work environment and employee commitment.

| | Total Sick Leave Days Per Year | | |
|---|---|---|---|
| Wyoming | WY | 840,000 | Minimum |
| California | CA | 53,700,000 | |
| Illinois | IL | 18,000,000 | |
| New York | NY | 28,200,000 | |
| California | CA | 53,700,000 | Maximum |
| Average (CA , IL , NY) | | 33,300,000 | |

## Implications of the Indicator on Human Resources:

1. **Job Satisfaction:**
   - A high absenteeism rate may indicate low job satisfaction, workplace stress, or issues within the work environment.

2. **Productivity and Performance:**
    - o Frequent absences can negatively impact productivity and put pressure on teams, leading to decreased overall performance.
3. **Workforce Planning:**
    - o Analyzing this indicator helps predict future HR needs, such as hiring new employees or implementing contingency plans for frequent absences.
4. **Organizational Culture:**
    - o Excessive absenteeism may suggest an unsupportive work environment or a lack of incentives to encourage commitment.
5. **Operational Costs:**
    - o Unplanned absences increase costs, whether due to overtime payments to compensate for absent employees or lost productivity.

## How to Address High Absenteeism Rates :

- Improve the work environment and motivate employees.
- Implement flexible leave policies and remote work options when necessary.
- Analyze the root causes of absenteeism and address them through employee support programs.
- Enhance communication between management and employees to foster a more stable and engaged workplace.

## 13. Conclusion

In conclusion, this market research analysis in the field of human resources highlights that the continuous changes in the work environment, along with technological advancements and shifts in workforce expectations, present both challenges and opportunities for companies. Talent management strategies, the use of artificial intelligence in recruitment, and enhancing the employee experience have become critical factors in achieving a competitive advantage.

Based on the research findings, it is recommended that companies invest in modern HR technologies, foster a culture of inclusivity and continuous development, and adopt flexible strategies that align with future trends. By embracing these approaches, organizations can improve the efficiency of HR operations, enhance employee satisfaction, and effectively achieve their strategic goals.

# Data Dynamos