



Analytics Case Study

Phoenix Global
A One-stop Career Catalyst

Case adapted from open source data

Phoenix Global Analytics Case Study

Introduction

Phoenix Global is a skill-development company that helps students acquire and master professional and soft skills to reach the industry benchmarks per world's top firms. Phoenix Global is among India's firsts to have Industry professionals with esteemed alma mater including the IITs and IIMs, to train, mentor students on cutting-edge skills, critical to the emerging industries while also providing them with an opportunity to intern on a real time project.

Phoenix Global offers comprehensive on-the-job training programs, Hands-On Certification programs, placement-oriented workshops, and domain specific training programs to MBA students. As a company with vast corporate exposure, Phoenix Global is a trusted partner across top institutes in India including IIMs, IITs, NITs and other prestigious Universities/ Institutes.



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Problem Statement

Phoenix Global has been facing the issue of constant employee attrition. Close to 15% of its employees leave the company and need to be replaced with the talent pool available in the job market. The management believes that this level of attrition (employees leaving, either on their own or because they got fired) is bad for the company, because of the following reasons -

- The former employees' projects get delayed, which makes it difficult to meet timelines
- This is resulting in a reputation loss among consumers and partners
- A sizeable department has to be maintained, for the purposes of recruiting new talent
- More often than not, the new employees have to be trained for the job and/or given time to acclimatize themselves to the company

Hence, the leadership team has employed a special HR analytics team to understand what factors they should focus on, in order to curb attrition. In other words, they want to know what changes they should make to their workplace, in order to get most of their employees to stay. Also, they want to know which of these variables is most important and needs to be addressed right away.

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Deliverables

You are required to model the probability of attrition using a logistic regression. The results thus obtained will be used by the management to understand what changes they should make to their workplace, in order to get most of their employees to stay.

- You are expected to prepare and submit a presentation (Max 10 slides including Title, Thank you, etc) including your insights from the data. You should also submit the working files/code files, if any to support the results (Ex: Tableau/Python/etc)
Note: Plagiarized results/files are strictly prohibited.
- The submission would be judged on parameters such as: Accuracy of results, Techniques and steps in getting the output, Visualization, Relevance and quality of insights and business recommendations, Presentation style. (Hint: You may use only those datasets that are meaningful for the context to arrive at a business conclusion, select the datasets smartly!)
- Feel free to use any analytical tools necessary to synthesize your data and arrive at your result. We would also appreciate creative and out of the box methods. You are free to make assumptions, but state the same in the presentation.
- Submission Format: You are expected to create a compressed folder in .zip format to make your submission
- File Naming Convention: TeamName_InstituteName (Ex: Game Changers_IIM Ranchi)

ALL THE BEST



PHOENIX GLOBAL INFOTECH

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Registered under Telangana State MSME

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