

Employee Success Analytics at NextGen Corp

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Case Overview

NextGen Corp. is a growing technology company focused on developing innovative solutions in the software and hardware spaces. The company prides itself on attracting top talent and maintaining high employee satisfaction to drive growth. However, there are increasing concerns regarding employee turnover, performance variability, and salary disparities within departments.

To ensure continued success, NextGen Corp. needs to optimize employee retention, track employee performance consistently, and maintain fair salary structures across departments. The HR department needs a data-driven approach to:

- Identify trends and patterns in employee retention and turnover.
- Track and evaluate performance across different departments.
- Assess the relationship between salary and performance to ensure fairness and employee satisfaction.

A blue ballpoint pen with a silver-colored tip and clip is positioned diagonally across the left side of the image. It rests on a document featuring a bar chart with blue bars of varying heights. The document has a light blue grid pattern. The right side of the image is a solid light gray background.

Employee Retention Analysis

Objective: Understand the employee turnover trends and identify the root causes of high turnover rates.

1. Who are the top 5 highest serving employees?
2. What is the turnover rate for each department?
3. Which employees are at risk of leaving based on their performance?
4. What are the main reasons employees are leaving the company?

Employee Retention Analysis

Top 5 highest serving employees?

- **Key Findings:**
- All 5 employees have served 8–10 years
- 80% are in Sales roles (2 Managers, 2 Representatives)
- Strong tenure suggests high retention in Sales
- HR Specialist (Jane Lee) shows institutional continuity
- **Recommendations:**
- Promote from within: Consider leadership roles for long-serving Sales Reps
- Retention recognition: Launch milestone programs (e.g., 10-Year Club)
- Replicate success: Audit Sales team culture for scalable retention strategies
- Leverage HR tenure: Engage Jane Lee in onboarding and retention planning

	employee_id [PK] integer	first_name character varying (30)	last_name character varying (30)	job_title character varying (30)	hire_date date	service_duration interval
1	8	David	Moore	Sales Representative	2015-06-30	10 years 2 mons
2	44	John	Johnson	Sales Manager	2015-10-27	9 years 10 mons 3 days
3	11	Frank	Johnson	Sales Manager	2016-06-12	9 years 2 mons 18 days
4	26	Jane	Lee	HR Specialist	2016-07-19	9 years 1 mon 11 days
5	99	Eve	Wilson	Sales Representative	2016-10-13	8 years 10 mons 17 days

Employee Retention Analysis

Department Turnover Analysis

- **Key Insights:**
- Marketing has the highest turnover rate at 92%
- Engineering follows with 66%
- Sales and HR show strong retention at 27%
- **Recommendations:**
- Investigate Marketing churn: Assess workload, leadership, and role clarity
- Support Engineering retention: Offer career growth and engagement programs
- Leverage Sales & HR stability: Use these departments as models for retention strategy
- Would you like a visual slide mock-up with a bar chart or heatmap to complement this summary? I can sketch one out for you.

	department_id [PK] integer	department_name character varying (30)	turnover_rate bigint
1	3	Marketing	92
2	1	Engineering	66
3	2	Sales	27
4	4	HR	27

Employee Retention Analysis

At-Risk Employees – Performance Benchmark < 4.0

- **Key Insights:**
- All listed employees fall below the 4.0 benchmark
- Scores range from 3.98 to 3.76, suggesting mild to moderate performance concerns
- Sales roles dominate the list which may suggest potential burnout or misalignment
- HR and Marketing also show signs of underperformance
- **Recommendations:**
- Conduct 1:1 check-ins with low scorers to understand root causes
- Offer coaching or mentorship for Sales Representatives with repeated low scores
- Review workload and role clarity in Marketing and HR teams
- Track trends over time to distinguish temporary dips from chronic issues
- Would you like a follow-up slide showing performance distribution by department or role? I can sketch that out for executive review.

	employee_id [PK] integer	first_name character varying (30)	last_name character varying (30)	job_title character varying (30)	avg_performance_score numeric
1	23	John	Moore	Sales Representative	3.98
2	25	Jane	Davis	Sales Manager	3.97
3	65	John	Wilson	Engineer	3.93
4	55	Charlie	Wilson	Sales Manager	3.92
5	98	Frank	Wilson	Marketing Specialist	3.92
6	8	David	Moore	Sales Representative	3.90
7	17	Frank	Green	Engineer	3.90
8	66	Frank	Doe	Marketing Specialist	3.88
9	85	David	Johnson	Sales Representative	3.87
10	36	Bob	Green	HR Specialist	3.85
11	2	David	Lee	Sales Manager	3.85
12	21	Grace	Smith	Sales Manager	3.83
13	28	John	Davis	Sales Manager	3.83
14	42	Alice	Brown	Marketing Specialist	3.80
15	16	Charlie	Lee	Sales Manager	3.77
16	40	Alice	Wilson	HR Specialist	3.77
17	97	David	Smith	Engineer	3.72
18	12	Eve	Davis	HR Specialist	3.65
19	1	Jane	Wilson	Sales Manager	3.58
20	22	Grace	Wilson	Sales Representative	3.43

Employee Retention Analysis

Why Employees Are Leaving – Exit Reason Analysis

- **Top Reasons:**
- Personal reasons lead with 11 exits
- Job switching: 7 employees left for another opportunity
- Career growth and retirement tied at 5 exits each
- **Recommendations:**
- Conduct stay interviews to understand personal challenges before resignation
- Enhance internal mobility to reduce exits for career growth
- Benchmark compensation and culture to stay competitive with external offers
- Plan for succession in roles impacted by retirement trends
- Would you like a visual slide showing reason distribution as a pie chart or stacked bar? I can sketch that out to complement the summary.

	reason_for_leaving text	reason_count bigint
1	Personal	11
2	Found Another Job	7
3	Career Growth	5
4	Retired	5

Performance Analysis

Objective: Evaluate employee performance across different departments and identify areas where performance can be improved.

1. How many employees has left the company?
2. How many employees have a performance score of 5.0 / below 3.5?
3. Which department has the most employees with a performance of 5.0 / below 3.5?
4. What is the average performance score by department?



Performance Analysis

Employee Turnover Summary

- **Total Exits:**
- 28 employees have left the company
- **Implications:**
- Indicates a notable churn, worth reviewing exit trends and department impact
- Aligns with earlier findings on high turnover in Marketing and moderate exits due to personal reasons
- **Recommendations:**
- Conduct exit interviews to uncover root causes and patterns
- Strengthen retention strategies in high-churn departments
- Monitor turnover quarterly to track improvements or emerging risks

	total_exits bigint
1	28

Performance Analysis

Performance Score Distribution

- **Score Breakdown:**
 - 9 employees achieved a perfect score of 5.0
 - 71 employees scored below 3.5, indicating potential performance concerns
- **Recommendations:**
 - Celebrate top performers with recognition or advancement opportunities
 - Support low scorers through targeted coaching, training, or role alignment
 - Analyze root causes of underperformance, team dynamics, workload, or leadership gaps

	score_5_count bigint	below_3_5_count bigint
1	9	71

Performance Analysis

Departmental Performance Breakdown

Top Performers (Score = 5.0):

- Marketing leads with 5 employees
- Followed by Engineering (3) and Sales (1)
- HR has none

Low Performers (Score < 3.5):

- Marketing again leads with 28 employees
- Engineering: 22
- Sales: 12
- HR: 9

Recommendations:

- Marketing shows both high and low extremes—review team structure and leadership
- Engineering needs targeted performance support and engagement strategies
- HR may benefit from role clarity and training programs
- Sales shows moderate concern—track trends and offer coaching
- Would you like a stacked bar chart slide showing high vs. low performers by department? I can help sketch that next.

	department_name character varying (30) 🔒	performance_of_5 bigint 🔒	performance_below_3_5 bigint 🔒
1	Marketing	5	28
2	Engineering	3	22
3	Sales	1	12
4	HR	0	9

Performance Analysis

Average Performance Score by department

- **Key Insights:**
 - Marketing leads in average performance
 - Sales trails slightly behind other departments
 - All departments maintain scores above 4.0, indicating overall solid performance
- **Recommendations:**
 - Recognize Marketing's consistency—explore best practices for cross-department adoption
 - Support Sales team with targeted coaching or performance incentives
 - Maintain momentum in Engineering and HR through ongoing development programs

	department_name character varying (30) 🔒	avg_performance numeric 🔒
1	Marketing	4.13
2	Engineering	4.10
3	HR	4.05
4	Sales	4.00



Salary Analysis

Objective: Analyze salary distribution and ensure fair compensation based on performance and departmental benchmarks.

- 1.What is the total salary expense for the company?
2. What is the average salary by job title?
3. How many employees earn above 80,000?
4. How does performance correlate with salary across departments?

Salary Analysis

	salary_expenses bigint
1	4850000

Total Salary Expense

- **Company-wide Salary Spend:**
- **\$4,850,000**
- **Implications:**
- Significant investment in human capital, worth aligning with performance and retention metrics
- Useful baseline for budget planning, cost optimization, and headcount forecasting
- **Recommendations:**
- Benchmark salary distribution across departments and roles
- Link compensation to performance to drive ROI
- Monitor trends in salary growth vs. turnover to ensure financial sustainability
- Would you like a slide mock-up showing salary vs. performance or turnover correlation? I can help sketch that next.

Salary Analysis

	job_title character varying (30) 🔒	avg_salary_job_title numeric 🔒
1	Sales Representative	84285.71
2	HR Specialist	81818.18
3	Engineer	80000.00
4	Sales Manager	80000.00
5	Marketing Specialist	77857.14

Average Salary by Job Title

- **Key Insights:**
- Sales Representatives earn the highest average salary
- Marketing Specialists have the lowest among listed roles
- Salaries are relatively close, suggesting a balanced compensation structure
- **Recommendations:**
- Review role responsibilities to ensure salary alignment with impact
- Benchmark externally to maintain competitiveness in high-skill roles
- Use salary data to inform hiring, retention, and promotion strategies

Salary Analysis

	employees_above_80k bigint
1	37

High-Earning Employees

- **Employees earning above ₦80,000:**
- 37 individuals
- **Implications:**
- Represents a significant portion of the workforce which can be valuable for budgeting and compensation strategy
- Useful for identifying top-tier roles, retention priorities, and performance alignment
- **Recommendations:**
- Audit compensation vs. performance to ensure ROI
- Monitor salary equity across departments and demographics
- Use insights to guide promotion, hiring, and workforce planning

Salary Analysis

	department_name character varying (30) 🔒	avg_performance numeric 🔒	avg_salary numeric 🔒
1	Sales	4.07	82068.97
2	Marketing	4.17	77857.14
3	HR	4.11	81818.18
4	Engineering	4.01	80000.00

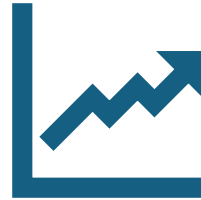
Performance vs Salary – Departmental correlation

- **Key Insights:**
- Marketing has the highest performance but the lowest salary
- Sales and HR show higher salaries with slightly lower performance
- Engineering ranks lowest in performance despite competitive pay
- **Recommendations:**
- Reassess compensation strategy by aligning salary more closely with performance outcomes
- Reward high-performing departments like Marketing to boost retention
- Support Engineering with performance development programs
- Use this data to guide budgeting, promotions, and incentive planning

Conclusion



This analysis reveals a company with strong performance averages across departments, yet notable disparities in compensation alignment and turnover risk.



Marketing stands out for high performance but low pay, while Sales shows elevated salary with moderate performance and retention challenges. A significant portion of employees earn above \$80,000, yet 71 individuals fall below the performance benchmark, highlighting a need for targeted support.



With 28 total exits and personal reasons leading the departure list, proactive engagement, performance coaching, and strategic compensation adjustments are essential to sustain talent and drive organizational growth.