IBM Employee HR Attrition

3X Data Mining

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# Problem Statement

**How can we reduce IBM company's attrition rate by predicting if a candidate will exit in India within the year?**

* **S**pecific :- To Indian geography in IBM
* **M**easurable:- To reduce attrition rate(By at least 5%)
* **A**ction oriented:- Reduce employee attrition & suggest employee engagement & satisfaction programs
* **R**elevant:- Direct impact on company's top and bottom line
* **T**ime bound :- 12 months

Our client is IBM a leading firm and in the IT sector. It is recently facing a steep increase in its employee attrition . Employee attrition has gone up from 14% to 25% in the last 1 year . We are asked to prepare a strategy to immediately tackle this issue such that the firm’s business is not hampered and also to propose an efficient employee satisfaction program for the long run. Currently, no such program  is in place . Further salary hikes are not an option.

The attrition problem is not only unique to ibm but to other IT companies such as Infosys, India’s second largest IT services company, that is also battling high attrition, with a peak attrition of 20.4 % in the October-December quarter of FY15.

## **Methodology to solve the problem**