**📘 Executive Summary**

**🔹 *Palmoria Group HR Analytics Report***

**1. Introduction**

Palmoria Group is a Nigerian-based manufacturing firm operating across three regions. Recently, the company came under public scrutiny after a media publication titled *“Palmoria, the Manufacturing Patriarchy”* raised concerns about potential gender inequality within its workforce. In response, the CEO, Mr. Ayodeji Chukwuma, has mandated swift and data-backed actions to uncover and address possible issues before they affect the company's growth and global expansion goals.

As the HR Analytics consultant, you have been tasked by the CHRO, Mr. Yunus Shofoluwe, to conduct a thorough analysis of the company’s HR data and provide strategic insights and recommendations.

**2. Problem Statement**

The company is facing reputational risk and internal concern over gender inequality, including suspected pay disparity and skewed performance evaluation practices. These issues could negatively impact employee morale, compliance with labor regulations, and expansion prospects.

**3. Objective**

This report aims to analyze Palmoria’s workforce data with a focus on gender equity. Key objectives include:

* Assessing gender distribution across departments and regions
* Examining performance ratings by gender
* Evaluating the company’s salary structure and identifying any gender pay gaps
* Checking compliance with regulatory salary thresholds in the manufacturing department
* Calculating bonus allocations based on performance ratings
* Providing actionable recommendations to management

**4. Data Source**

Two datasets were provided by Palmoria Group HR:

1. **Employee Master Data** – including Name, Gender, Department, Salary, Location, and Rating
2. **Bonus Rule Table** – a structured guide for assigning bonuses based on employee performance ratings

**5. Data Transformation (Personalized)**

To ensure accuracy and relevance, the following data cleaning and transformation steps were applied:

* Missing gender entries were replaced with a generic status: *Undisclosed*
* Records of ex-employees (no salary data) were removed
* Employees with null department values were excluded
* Salary values were grouped into $10,000 bands to enable pay distribution analysis
* Ratings were matched with bonus rules to compute individual bonus amounts

These steps ensured the data was fully optimized for insightful and ethical analysis.

**6. Data Visualization**

Power BI was used to create a user-friendly, interactive dashboard. Key visual elements include:

* Donut and stacked bar charts for gender distribution
* Clustered bars and matrix tables for performance ratings
* Box plots and heatmaps for salary comparisons and gaps
* KPI cards and histograms for compliance monitoring
* Region-based breakdowns and salary band distribution charts
* Interactive slicers for dynamic filtering by gender, department, and region

**7. Analysis**

The report explores several key areas:

* **Gender Distribution**: Across departments and regions, highlighting imbalances
* **Performance Ratings**: Evaluated by gender to detect possible bias or trend
* **Salary Structure & Pay Gap**: Analysis of average salaries and gaps by gender
* **Compliance with $90k Minimum in Manufacturing**: Identified non-compliant roles
* **Salary Band Grouping**: Company-wide salary distribution in defined bands
* **Bonus Calculations**: Total bonuses computed per employee and region using performance-based rules

**8. Findings**

* Disproportionate gender representation in certain departments and regions
* Variations in performance ratings suggest possible bias or inconsistent evaluations
* Clear gender pay gap identified in key departments and regions
* Some manufacturing employees earn below the $90,000 regulatory threshold
* Bonus distribution reflects current rating patterns, which may amplify existing inequalities

**9. Recommendations**

* Launch a **Gender Equity Initiative** to improve balance across departments
* Audit performance evaluation processes to ensure fairness and transparency
* Review and adjust salary structures where unjustifiable pay gaps exist
* Immediately raise salaries of manufacturing employees below the compliance threshold
* Introduce performance rating calibration sessions across regions to normalize scoring
* Consider deploying a diversity and inclusion dashboard for continuous monitoring