



360° Workforce & Customer Experience Analytics Dashboard

**By
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**Empowering Data-Driven Decisions Across Hiring,
Promotions, Diversity & CX**

Project Overview



- Objective:

To analyze workforce and customer experience KPIs

- using Power BI to support HR and operations decisions.

- Dataset:

Pharma Group AG - Employee, Hiring, Promotion, Call Center Data

- Tools Used:

Power BI, DAX, Excel, SQL



Key Metrics & KPIs



Workforce KPIs

- % of Men/Women Hired
- % Promotions (FY21)
- Gender Diversity Index
 - Turnover Rate
- Avg. Performance by Gender

CX KPIs

- Overall Calls Answered / Abandoned
- Avg. Speed of Answer
- Agent Performance: Talk Time vs. Calls

Summarizes gender balance, key D&I metrics, and equity across hiring and promotions.



Diversity & Inclusion

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Promotions Analysis



Turnover Insights



Hiring & Retention



Total Employee



500

Male



295

Female



205

Diversity Rate



41%

Age group

All

Region g...

All

Departm...

All

Job Level

All

Gender

All



Goal



Promotion Rate: 16.20%

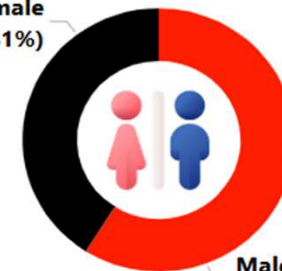


Turnover Rate: 9.40%



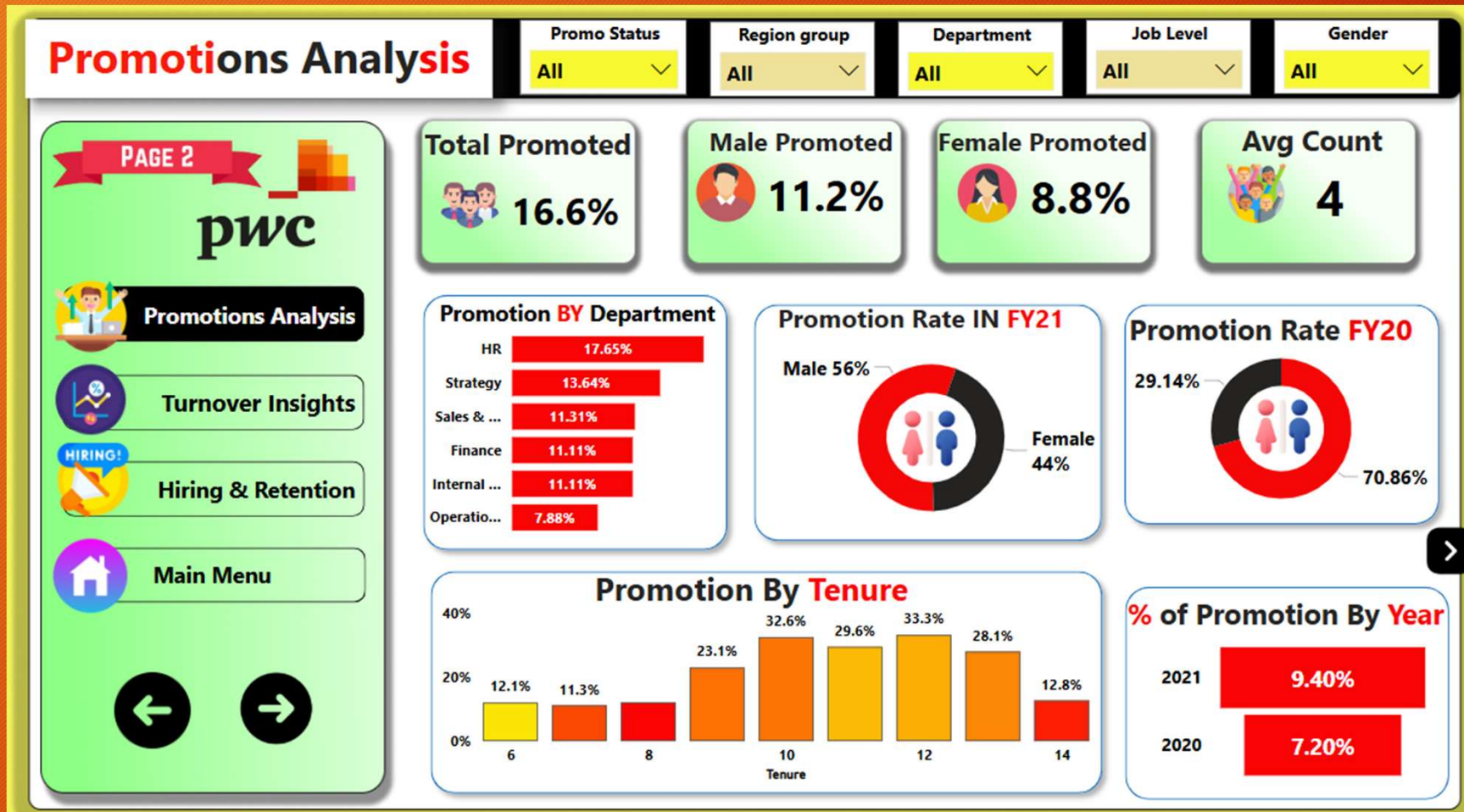
Women Hired: 51.2%

Female
205 (41%)

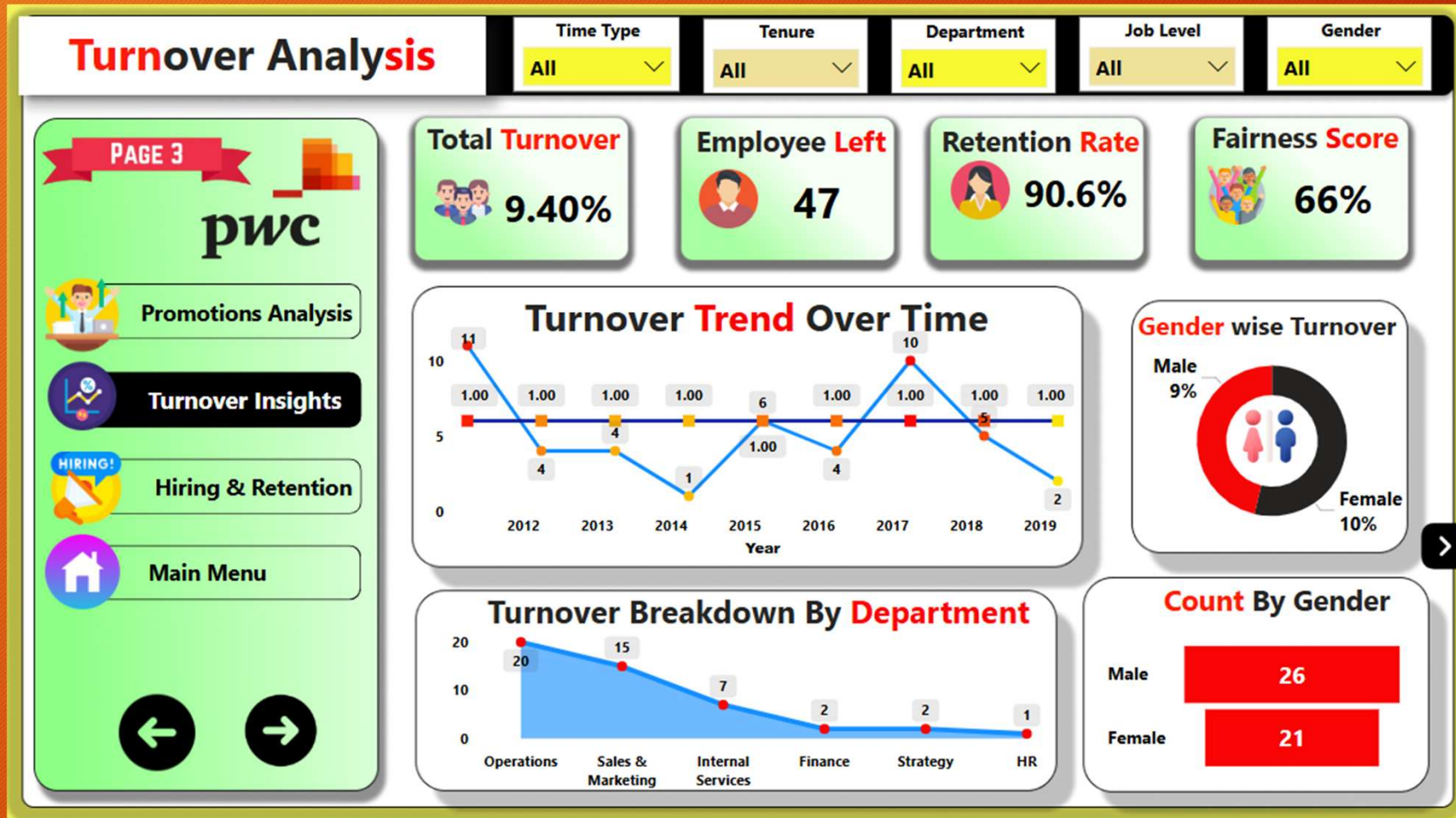


Male
295 (59%)

Tracks hiring trends, gender ratio, and year-over-year growth.



Highlights attrition rates by gender, region year-over-year on, and department.



Tracks hiring trends, gender ratio, and year-over-year growth.



Hiring & Retention

Age Group

All

Region group

All

Department

All

Job Level

All

Gender

All

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Promotions Analysis



Turnover Insights



Hiring & Retention



Main Menu



Total Hiring

66

Male Hired

48%

Women Hired

52%

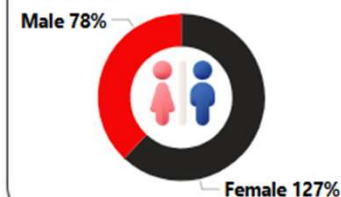
Hiring Growth

100.0%

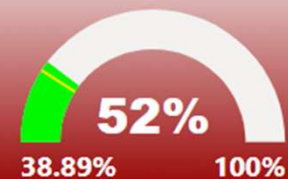
Department-wise Hiring & Growth Overview

Department	Employees Hired	Gender	M_HiringGrowth
Strategy	4	Female	100.0%
Strategy	18	Male	100.0%
Sales & Marketing	59	Female	-12.5%
Sales & Marketing	109	Male	83.3%
Operations	100	Female	142.9%
Operations	103	Male	9.1%
Internal Services	24	Female	100.0%
Internal Services	48	Male	400.0%
HR	12	Female	100.0%
HR	5	Male	0.0%
Finance	6	Female	100.0%
Finance	12	Male	100.0%
Total	500		100.0%

Gender wise Growth



Diversity Score



HIRING!



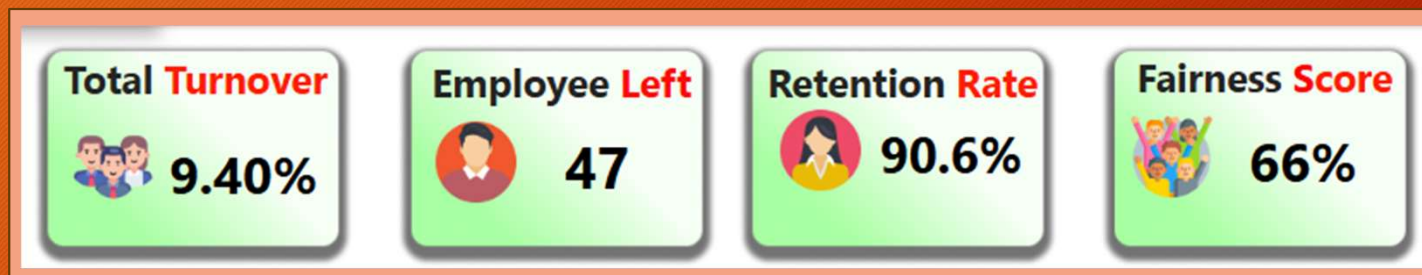
Features & Interactions



Interactive Filters & Slicers

Age Group All ▼	Region group All ▼	Department All ▼	Job Level All ▼	Gender All ▼
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Custom DAX Measures



Goal



Promotion Rate: 16.20%



Turnover Rate: 9.40%



Women Hired: 51.2%

Value Delivered



- **Improved visibility on gender-based hiring and promotion gaps**
- **Identified departments with highest turnover**
- **CX team optimization based on agent performance data**
- **Enabled data-backed decision-making for HR and CX heads**



Skills Demonstrated



- **Power BI Dashboarding**
- **Data Visualization & Storytelling**
- **DAX Formulas**
- **Business Understanding**
- **KPI Design & User Experience**
- **Data-Driven Recommendations**



Thank you

