

Strategy Insights Assessment Report on Simulated CadMakers HR Analytics Data

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1. The Study and Assumptions in the Synthetic Data

The study here analyzed HR data collected from CadMakers employees, to gain insights into the hiring process in areas of gender diversity, tenures, and promotions. Personality type as measured by globally accepted Myers-Briggs personality type (16 personalities) is also introduced here. The idea is that by analyzing tenure, and promotion trends together with the personality of an employee, deeper insights in areas of employee retention and leadership can be gained.

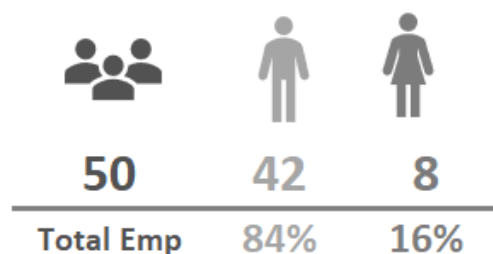
A synthetic human resources data set for current employees (only representing AEC Integration Specialist) was created by assuming HR data categories typically recorded in organizations. The data used for the final insights presented in this report is in the worksheet 'Population Data'. Several columns with headings in that worksheet there are left empty. These are meant to be data that maybe collected from in CadMakers, but which are not created here in this study for the purpose of simplicity. There is another worksheet 'Interviewees' where a list of additional parameters is presented as column headers. These parameters are representing parameters that maybe collected during external interviews of entry level roles in CadMakers.

2. Data Analysis and Insights

Gender Diversity Insight

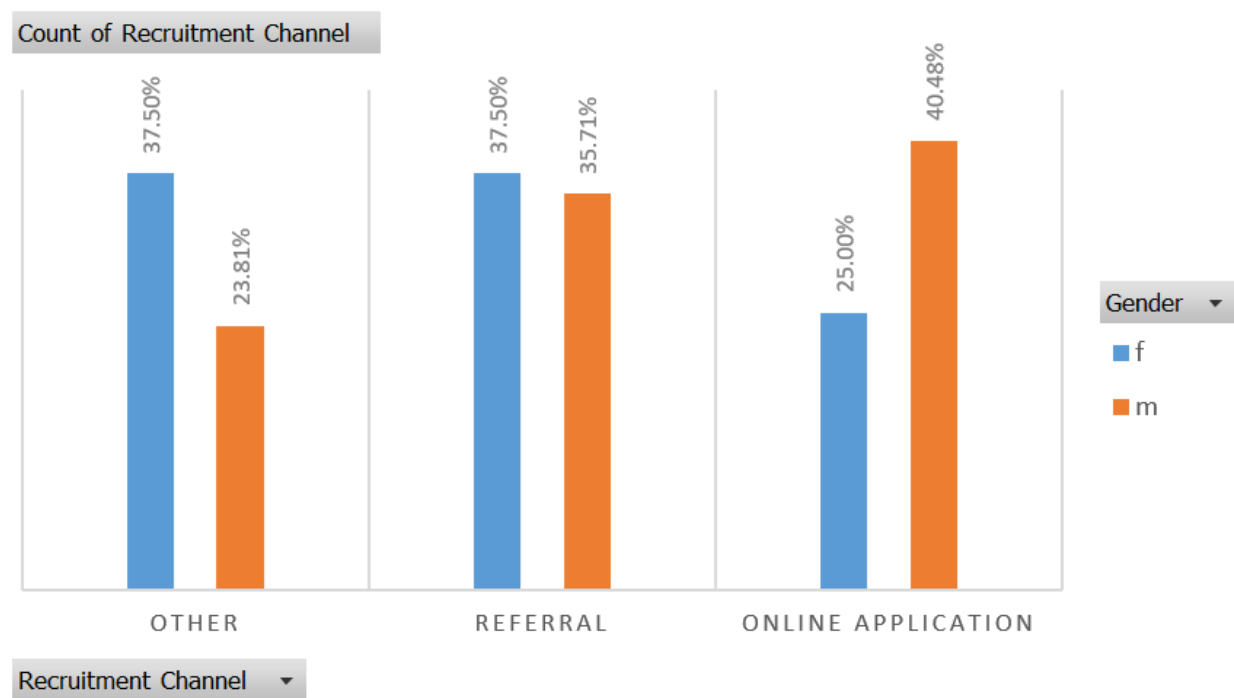
The 'Dashboard' worksheet shows the gender diversity as measured from the synthetic data.

HR Management Dashboard



Clearly, the diversity is unfavorable to female employees. Studies have shown that balanced gender diversity results in numerous benefits to an organization: collaboration, improved staff retention, wider

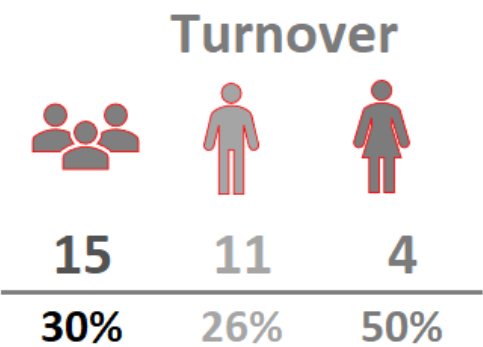
talent pool, greater profitability. To gain insights into the hiring process of female employees, ‘recruitment channel’ data was analyzed and tabulated in ‘Gender and Recruitment’ worksheet.



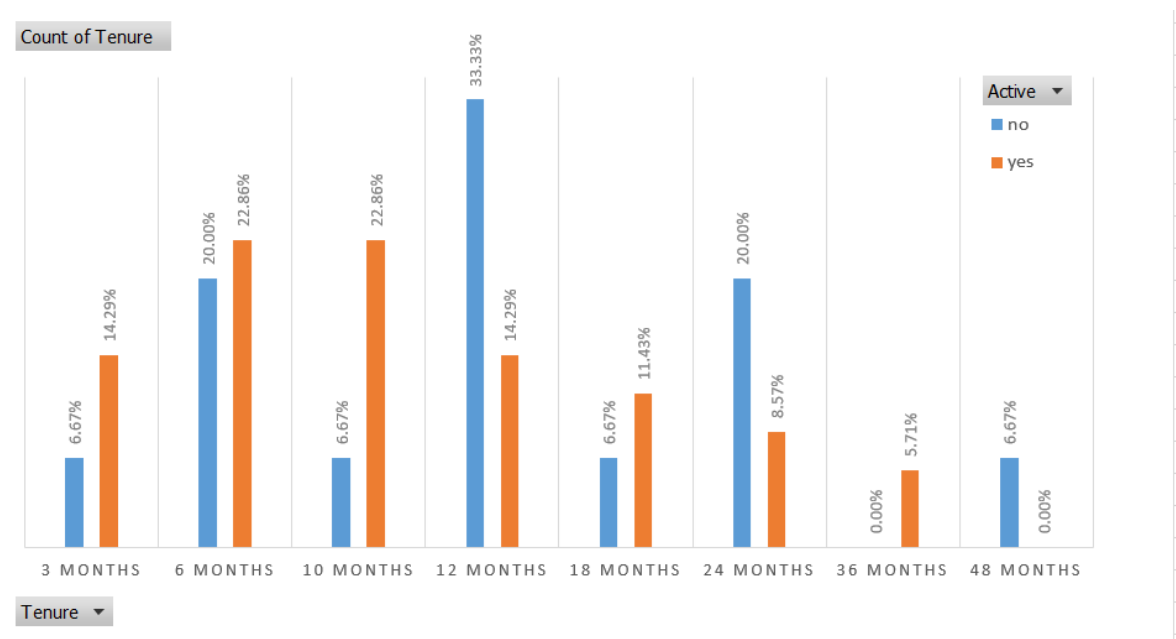
It can be seen that female employees have much more preference for referrals and ‘other’, which primarily consists of contacting talented female candidates through LinkedIn. Therefore, for improving the gender diversity at CadMakers, it is suggested that the HR gets in touch with existing female employees and encourage them to promote referral amongst their friends to CadMakers. At the same time, it is also suggested to HR to increase sending of InMail messages in LinkedIn to potential talented female employee candidates.

Employee Retention Tenure and Leadership Insights

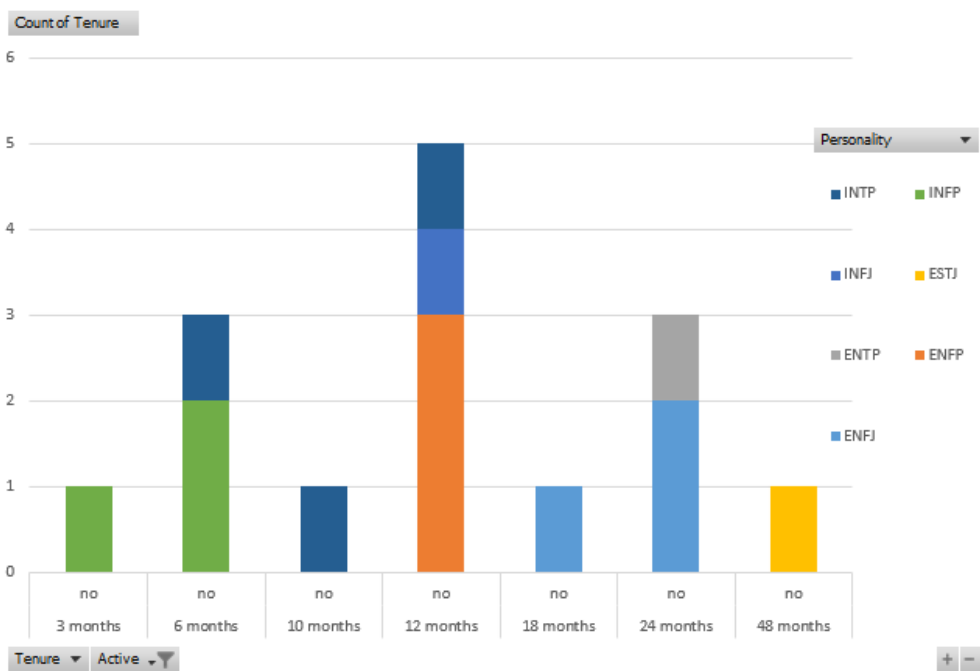
The ‘Dashboard’ worksheet shows that CadMakers have higher than normal (10-15%) turnover rates.



To gain insights into improving the retention, data was analyzed and presented in the ‘Tenure and Personality’ worksheet.



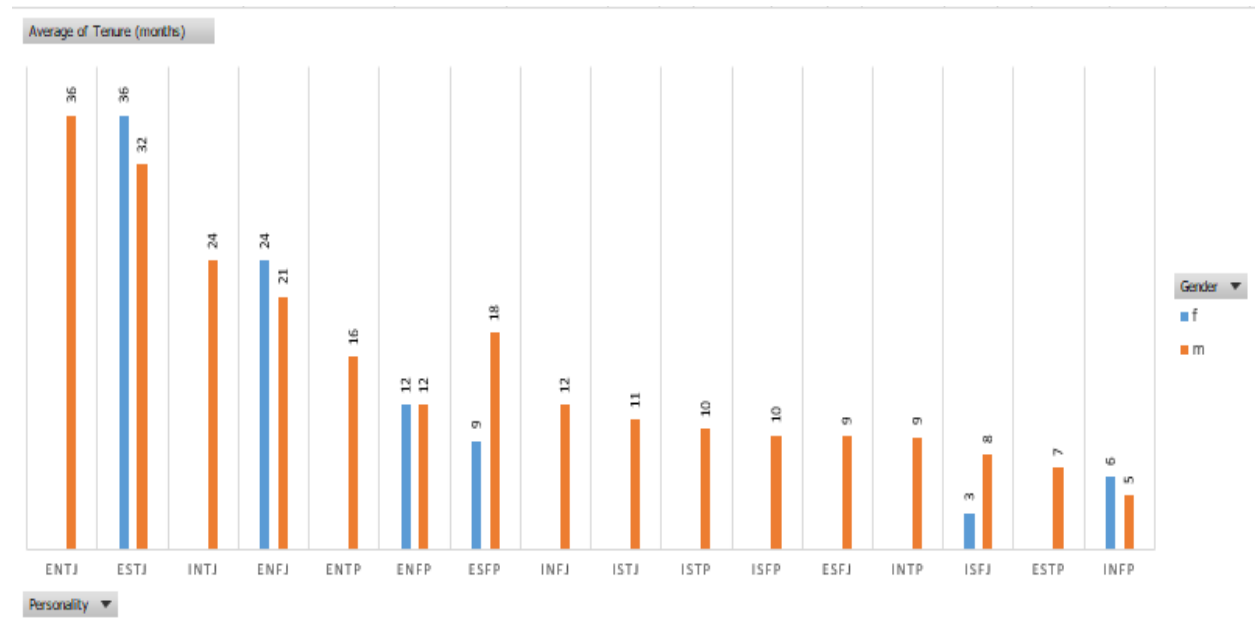
A large percentage of the total employees that left CadMakers in a year, many did so in first one year of their tenure, particularly at the 6th month, and at 12th month of tenure. Since these early departures often cost the organization in terms of productivity loss, project disruption etc., the cause of this was attempted to be understood from the interaction of a personality type with the working environment and culture. There is no perfect work environment that is best for each personality type, and so limiting hiring of personality types which may not thrive in CadMakers work environment may help improve employee retention.

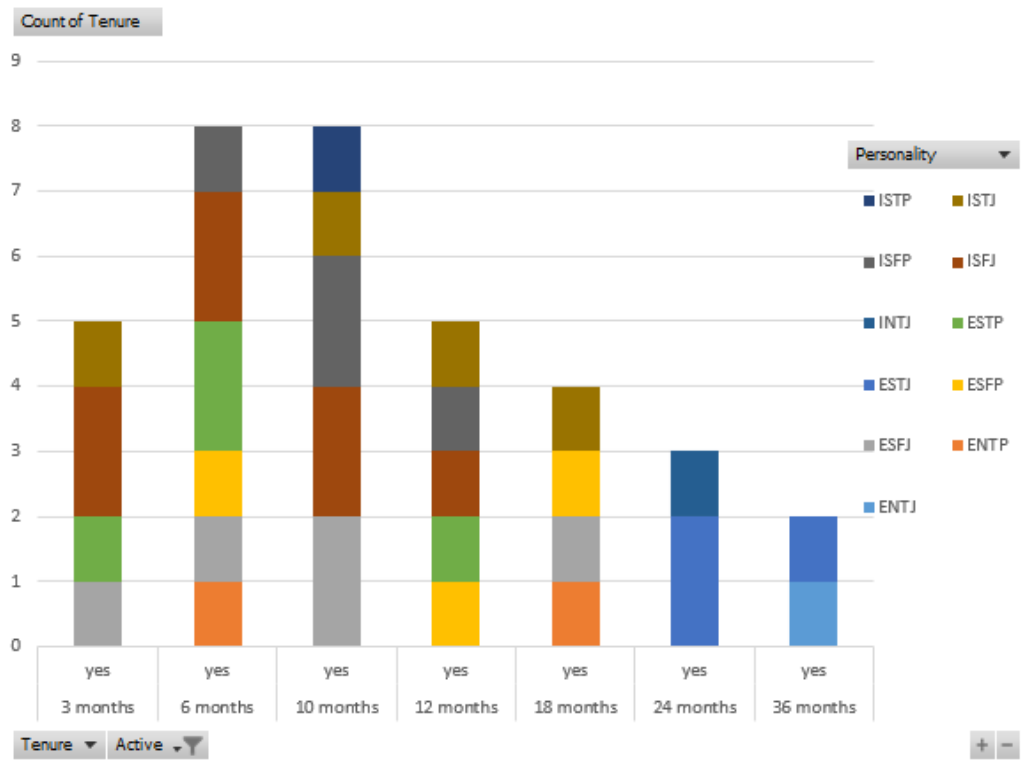


It was noted that the personality types that departed early were predominantly INFP, INTP, ENFP, and INFJ. All these personality types, prefer big picture work (N types) to detail oriented (preferred by S type) work. I type (introversion) prefers independent work to collaborative work. P types prefer a lot of variety in work and does not thrive well with repetitive work. From these insights, it is suggested to HR that amongst candidates with equal talent in other relevant areas, preference should be given to candidates who does not have any of these personality types.

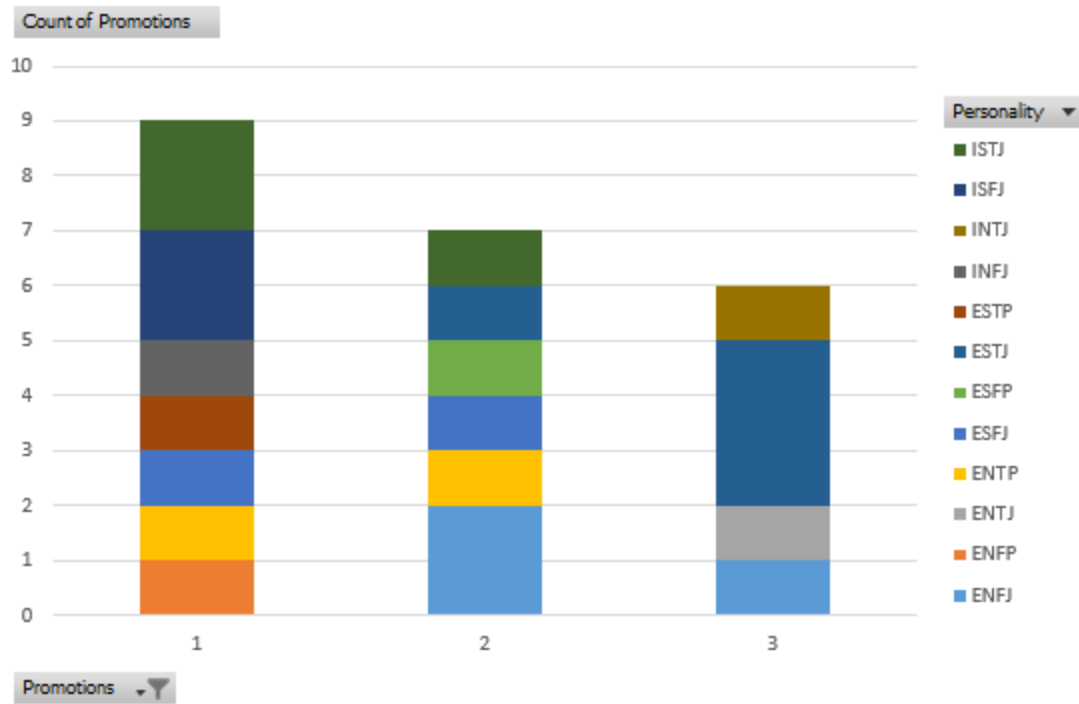
Another thing to note from the above graphs is that longest tenures were 48 months long, which means that people reaching that tenure length should be expected to depart, and therefore junior employees should be trained well in advance to be prepared for taking the departee's role.

Additionally, from the employees who are still active (noted in 'yes'), the ESTJ type (preference for collaborative, detail-oriented work, who are organized and tend to do well with repetitive work) tend to have the longest tenures across both genders. This suggests that this personality types should be assigned a higher preference during hiring process. The 'count of tenure' shows no of employees of a particular personality type with a particular length of tenure.





It was also noted as presented in 'Promotions and Personality' worksheet that ESTJ was the personality type who most frequently received the highest promotions (3) as can be seen from the 'Count of promotions' graph below. Therefore, ESTJ type is most preferred for both leadership and employee retention.



3. Tracking the data

Once the suggested insights are implemented then data collected every quarter can be linked to the attached excel sheet and tracked in the Dashboard page to check for improvements of Gender diversity, and improved retention.