

HR Analytics - Boosting Retention with Data Insights at Adecco India

Background:

Adecco India, a tech company, is facing high employee turnover, especially among junior sales employees. This turnover is costly and affects productivity.

Problem Statement:

Problem: High turnover among junior sales employees is disrupting team dynamics and increasing costs.

Importance: Reducing attrition will lower costs, improve productivity, and foster a stable workforce.

Solution:

Data Analysis:

1. Customer Behavior Analysis:

- Understand customer usage patterns and preferences.
- Identify trends and areas for improvement.

2. Service Quality Improvement:

- Reduce customer complaints.
- Enhance overall customer experience.

3. Pricing Strategies:

- Offer competitive pricing and special deals.
- Attract and retain customers.

4. Communication Enhancement:

- Strengthen communication channels for clear interactions with customers.

Data-Driven Insights:

1. Pattern Identification:

- Uncover common reasons for churn.

2. Predictive Analysis:

- Forecast and mitigate at-risk customers.

3. Customer Segmentation:

- Develop targeted retention strategies for different customer groups.

Stakeholder Engagement:

1. Internal Stakeholders:

- HR, Sales, Engineering, Marketing, Customer Support, Senior Management.

2. External Stakeholders:

- Recruitment Agencies, Training Providers.

Project Scope:

1. Customer Behavior:

- Analyze usage patterns and preferences.

2. Service Quality:

- Improve to reduce complaints.

3. Pricing:

- Offer competitive deals.

4. Communication:

- Strengthen interaction channels.

Methodology:

1. Data Sources:

- HRIS, Performance Management System, Employee Surveys, Exit Interviews.

2. Data Wrangling:

- Review, format, and enhance data.

3. Exploratory Data Analysis (EDA):

- Identify trends and patterns.

4. Data Visualization:

- Use Excel for charts and graphs.

Goals & KPIs:

1. Goals:

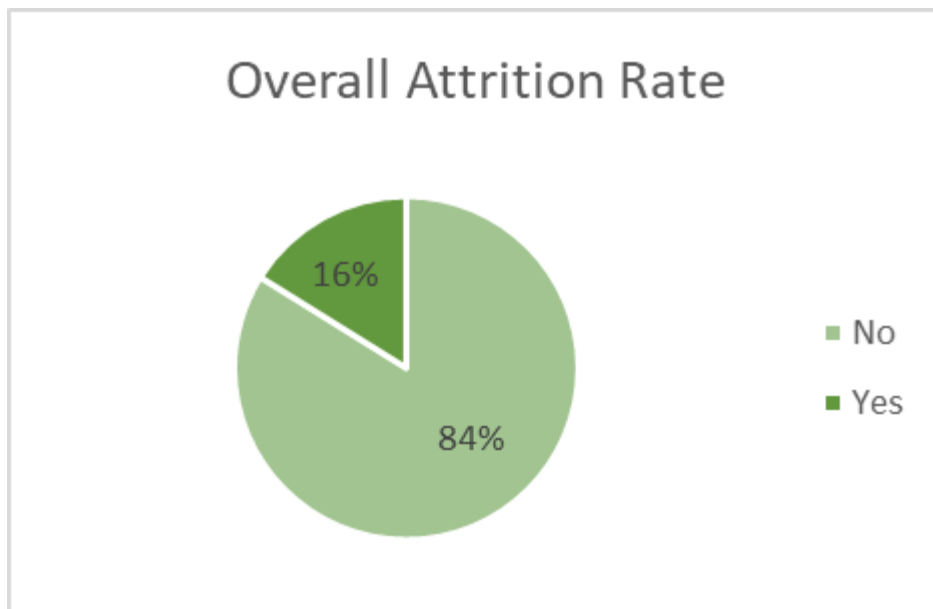
- Increase new customer acquisition.
- Improve retention rate.
- Reduce churn rate.
- Increase market share.

2. KPIs:

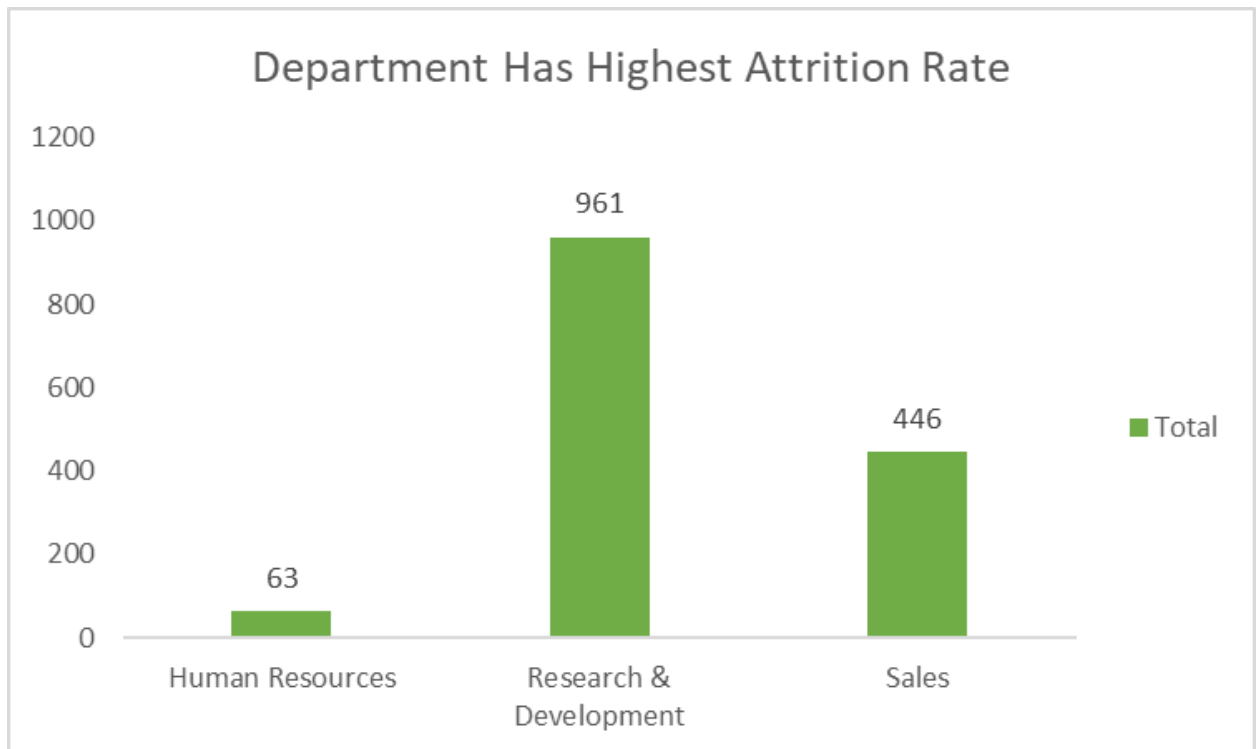
- New Customer Acquisition.
- Customer Retention Rate.
- Churn Rate.

Recommended Analysis:

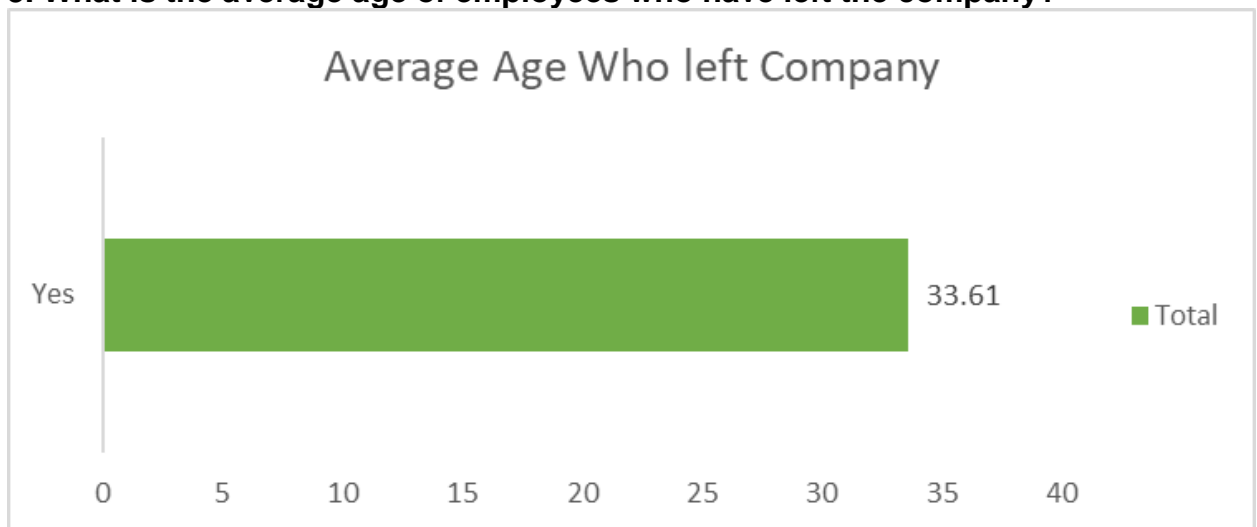
1. What is the overall attrition rate at Adecco India?



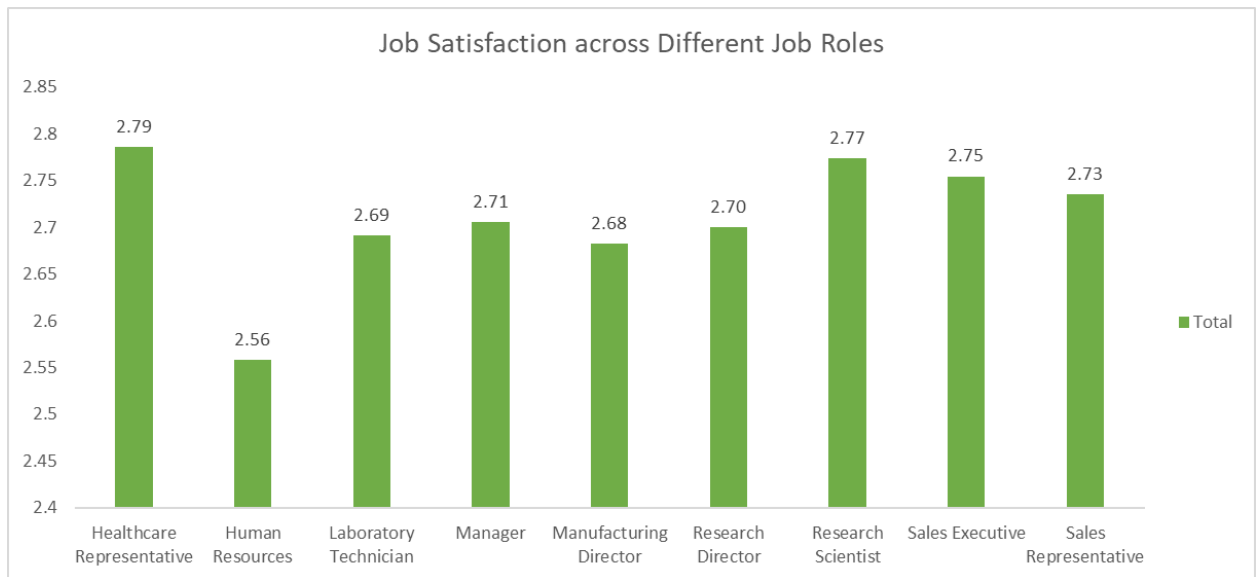
2. Which department has the highest attrition rate?



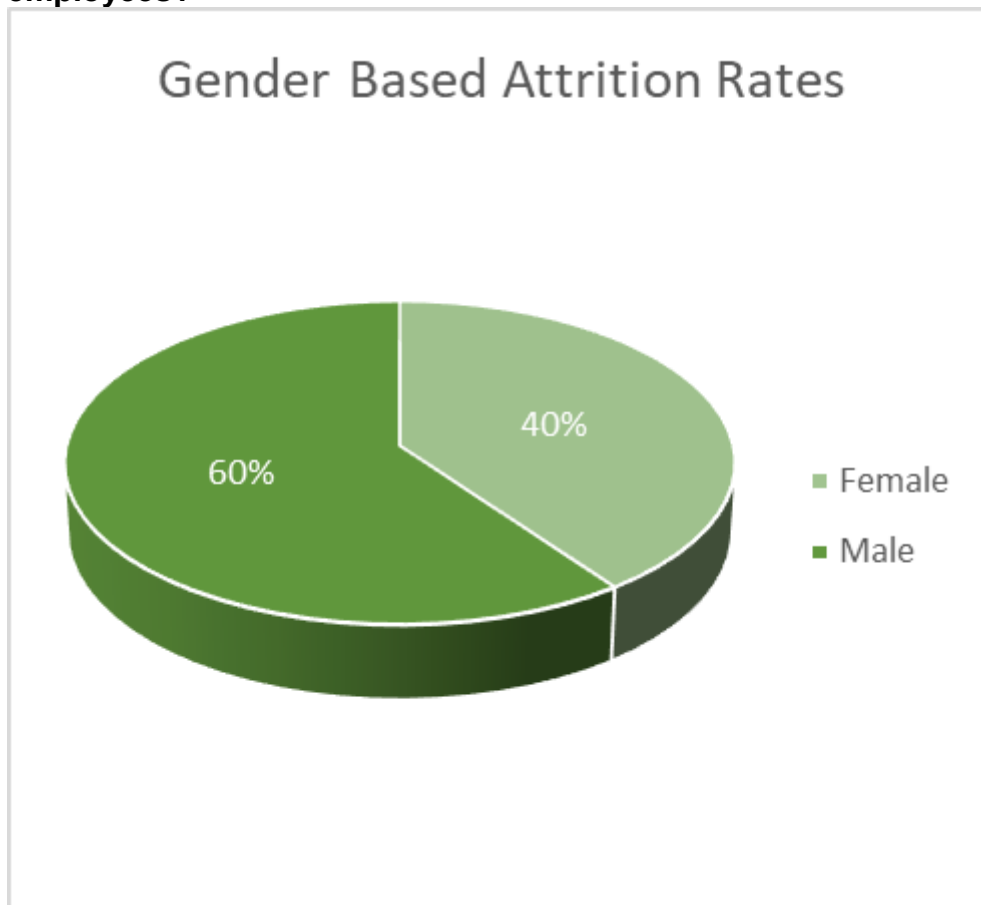
3. What is the average age of employees who have left the company?



4. How does job satisfaction vary across different job roles?



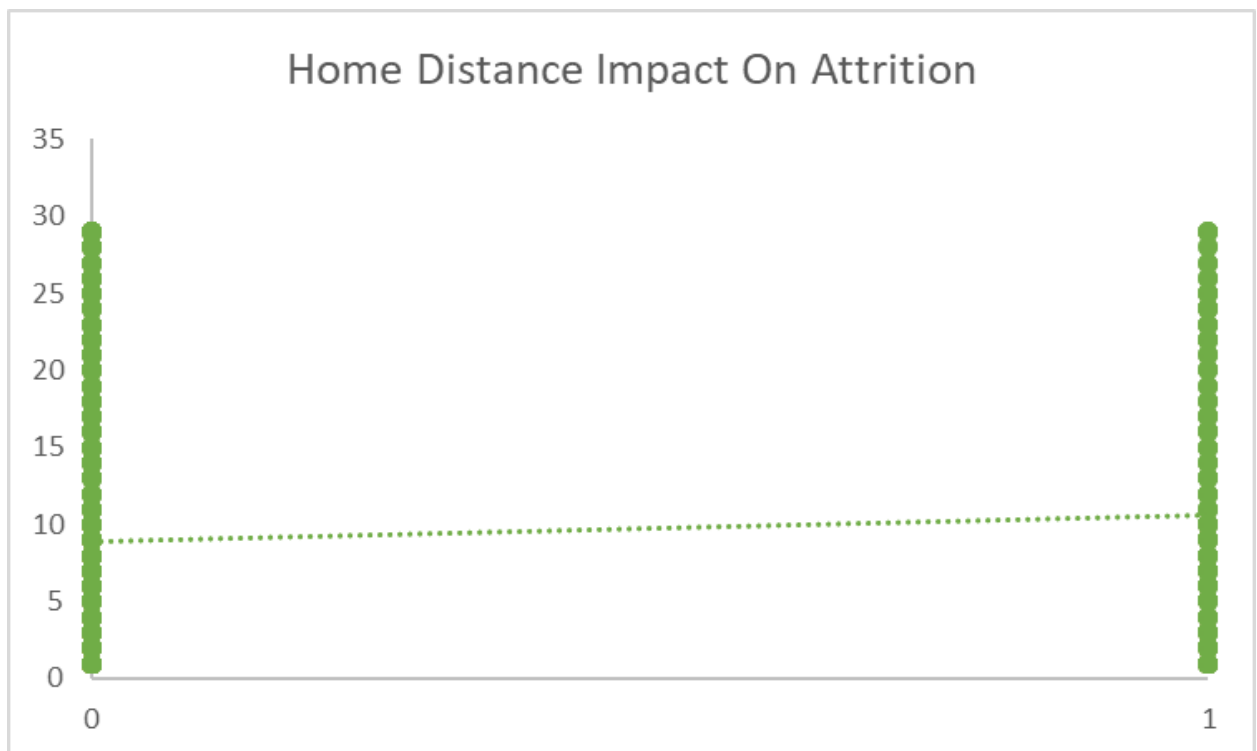
5. Is there a significant difference in attrition rates between male and female employees?



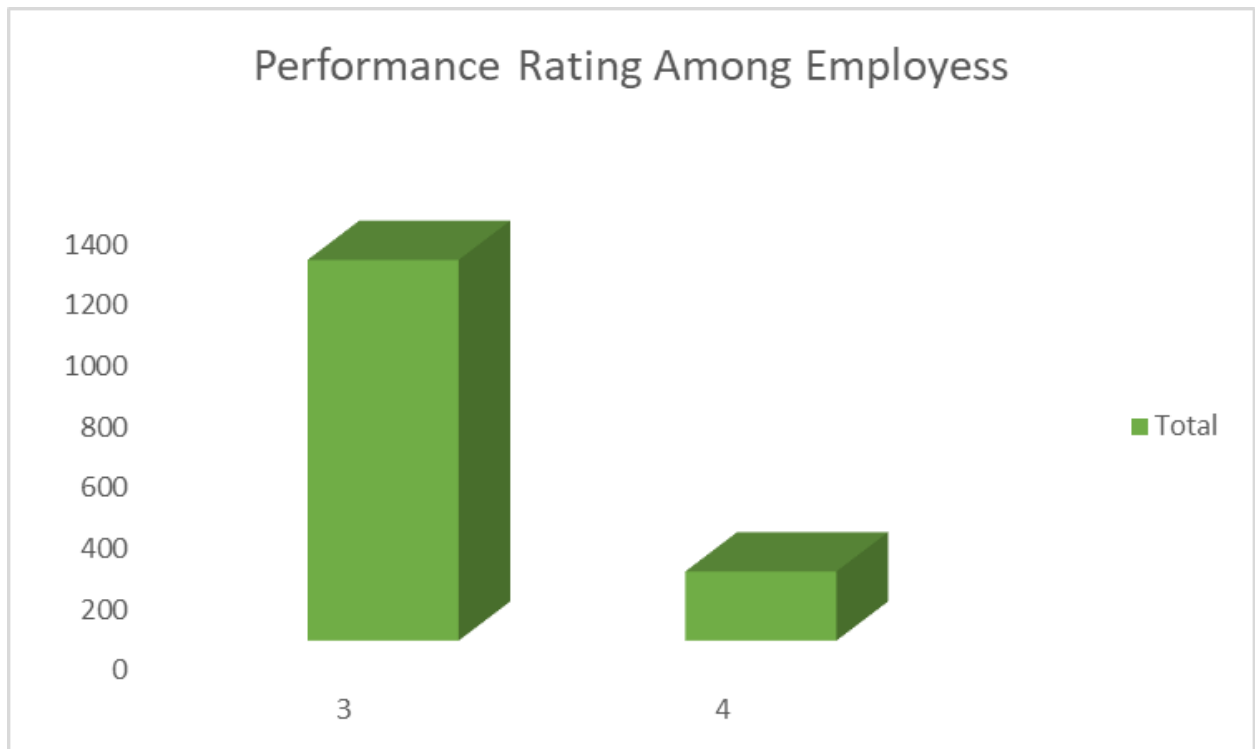
6 : What is the average monthly income of employees who have left the company?



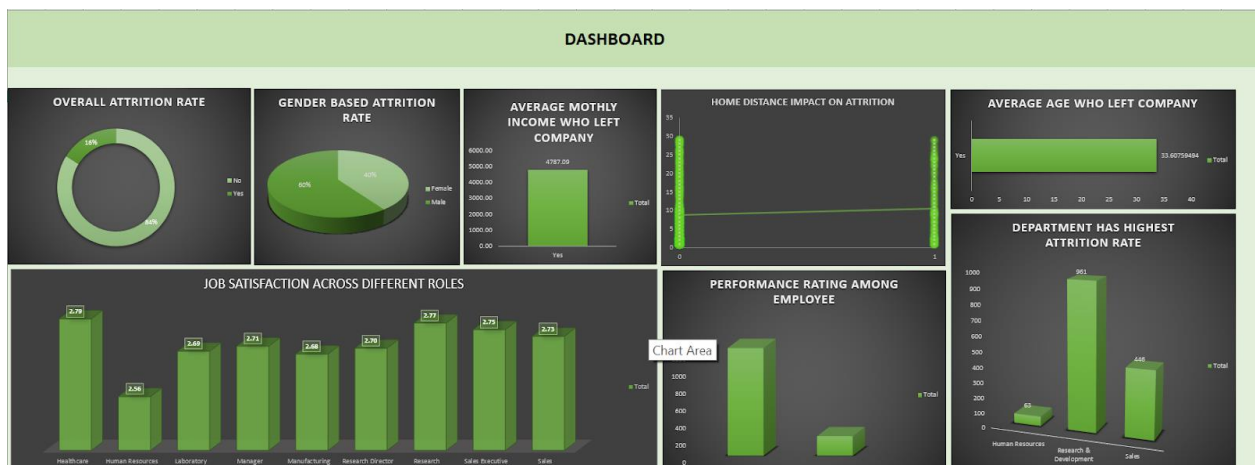
7. How does distance from home impact employee attrition?



8. What is the distribution of performance ratings among employees?



Dashboard



Conclusion:

Turnover Causes: High turnover was mainly due to job dissatisfaction, long commutes, and lower performance ratings.

Sales Department Impact: The Sales Department had the highest attrition rates, significantly impacting overall turnover.

Demographic Trends: Younger employees and those in junior roles were more likely to leave, highlighting the need for role-specific improvements.

Commute and Income Effects: Longer commutes and lower monthly incomes were significantly correlated with higher attrition.

Project owner

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