

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Corporate Organizations</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>Insufficient insights/knowledge about the factors causing attrition in their organization.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><div><div></div></div><div>They just moved on to search for other available talent in the market.</div><div></div><div>There are solutions which use classification, logistic regression, CART, confusion matrix etc., (machine learning techniques) to predict probability of employees who fall under the condition of attrition and thus its high risk of leaving the company.</div></div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div><div><div></div></div><div>Help them understand the usage of prediction and software application for good results in agriculture.</div><div></div><div>Data report should be created to reduce the loss of the crop and earn more profit in agriculture fields</div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>Salary hike, employer-employee relationship, work culture, not steeper learning curve, uncertain environment</div></div>	<div>7. BEHAVIOUR<div>BE</div><div><div><div></div></div><div>Companies will collect the data to derive insights about the factors causing attrition in their companies.</div><div></div><div>HR analyst in organization conduct surveys to know about reasons why employees are leaving the company.</div><div></div><div>Try to know the perks and benefits offered by their competitors in the market.</div></div></div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>The Attrition which leads to huge loss and time consumption for the company to find the new replacement triggers them to find a solution for this problem.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><div><div></div></div><div>The main idea to solve this problem is to identify what all factors contribute for the growth of attrition rate in an organization and to improvise these factors to prevent loss of good people. This can be done by generating a visual report of the dataset containing those factors with the help of IBM Cognos analytics tool.</div><div></div><div>Suggesting of new policies to company based on their attrition rate and the factors causing attrition.</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div><div><div></div></div><div>8.1 ONLINE A detailed view over the perks and benefits offered by the organization has to be mentioned in their website and promote themselves through blogs and employee reviews</div><div></div><div>8.2 OFFLINE Conducting offline events and encouraging employees with fun activities often to keep them in comfort zone.</div></div></div>	Identify strong TR & EM

	<div data-bbox="152 65 452 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="719 60 763 90" data-label="Image"></div> <div data-bbox="152 116 801 260" data-label="Text"><p>Before: Companies were clueless about the root causes/factors of attrition in their organizations</p><p>After: Companies are able to find out the reasons for attrition through better visualization &amp; report on the data (factors causing attrition) and plan to take necessary actions to retain employees in advance.</p></div>			
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