

Project Title: Corporate Employee Attrition Analytics

Project Design Phase-I - Solution Fit

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

Employers of Corporate Companies

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

CC

- Non availability of right algorithm for prediction.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

AS

- Employers can know more about their employees and their skills and expectations.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.

J&P

To analyse the reasons for attrition and to improve the factors that prevent the loss of good people from the organization by analyzing the following attributes

- Age of the Employees
- Salary of the Employees

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?
What is the back story behind the need to do this job?

RC

i.e. customers have to do it because of the change in regulations.

- Employees change their jobs according to their needs.
- There are various reasons for attrition like age , salary - so they must be analyzed.
- Employers suffer more due to the attrition.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

BE

- The data provided by the employees should be verified by their employers.
- The model is to be built that would give the appropriate solution for the attrition.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour install solar panels, reading about a more efficient solution in the news.</div><div>Employers of corporate companies can prevent the loss of skillful and good people from the organization and can earn more with the right people available in their organization.</div></div>	<div><div>10. YOUR SOLUTION</div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div><div>The key to success in any organization is attracting and retaining top talent. As an HR analyst one of the key tasks is to determine which factors keep employees at the company and which prompt others to leave. The objective is to identify and improve these factors to prevent loss of good people.</div></div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div><div>Before:</div><div>Employers will be in fear whether they will lose their valuable employees.</div><div>After:</div><div>Employers are satisfied with their employees.</div></div></div>		<div><div>Employers may realize the value of their employees by the data provided.</div><div>Employers must assure to improve the factors needed for keeping their employees.</div><div><div>Employers can feel the difference between before and after the attrition.</div></div><div>Employers can feel the development of the organization.</div></div>	