



KONGUNADU COLLEGE OF ENGINEERING AND TECHNOLOGY
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Department of Electronics and Communication Engineering



HX8001 - PROFESSIONAL READINESS FOR INNOVATION, EMPLOYABILITY AND ENTREPRENEURSHIP

PROJECT TITLE

Domain of the Project : DATA ANALYTICS

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Objectives

- Sales leaders use these metrics to set a goals, improve internal processes, and forecast future sales and revenue more accurately.
- The goal of sales analytics is always to simplify the information available to you. To the analyze perceptions of managers and. Where candidate on expectations of candidates to organization.

Abstract

- Data analytics is a key element on the path a to becoming a customer-centric business.
- By yielding meaningful patterns in customer and market behavior, the data helps you.
- The ensure you're effectively targeting customers –both new and existing– and maximizing your to marketing impact.

Introduction

- Data Analytics refers to the techniques used to analyze data to enhance productivity gain and business gain.
- Data is extracted from various sources and is cleaned and categorized to analyze For various behavioral patterns. The techniques and gains the tools used vary according to organization or individual.

Literature Survey

TITLE	AUTHOR & YEAR	JOURNAL NAME	REMARKS
Improve Employee Retention	Corey Harris (Walden University 2018)	Employee Retention Strategies in the Information Technology	In this project Productivity declines when employees voluntarily leave an organization are mentioned.

Literature Survey

TITLE	AUTHOR & YEAR	JOURNAL NAME	REMARKS
AN ANALYSIS ON EMPLOYEE- ATTRITION IN IT INDUSTRY	Hardik P. K. (2016)	"a study on employee attrition"	His research examined the relationship between organizational factors and attrition of IT professional's. The result can conclude that the organizational factors played significant role in predicting the variance in turnover intention
Study on Determining Factors of Employee Retention	Bodjrenou Kossivi (May 2016)	"Study on Determining Factors of Employee Retention".	Employees are the most valuable assets of an organization. Their significance to organizations calls for not only the need to attract the best talents.

Literature Survey

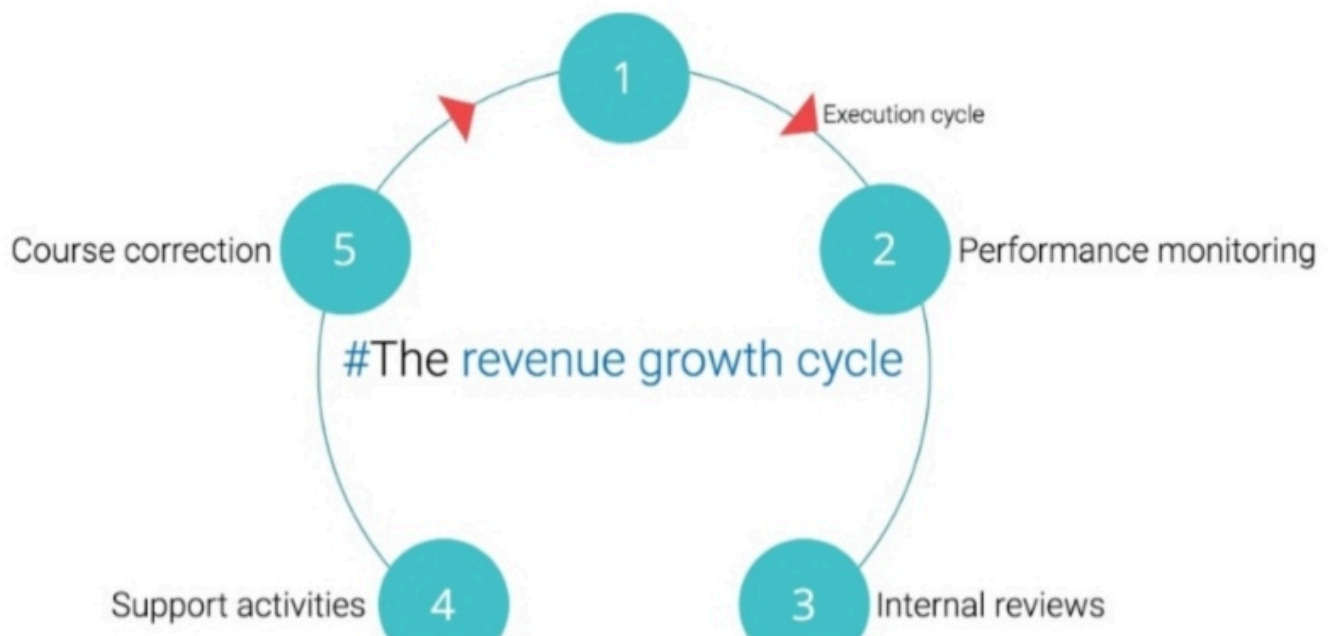
TITLE	AUTHOR & YEAR	JOURNAL NAME	REMARKS
ANALYZING THE CAUSES OF ATTRITION IN IT INDUSTRIES - OPINION OF EMPLOYEE AND EMPLOYER	K. Malar Mathi and G. Malathi (2012))	"Analyzing the causes of Attrition in IT industries – opinion of Employees and Employer"	The research methodology was descriptive research and proportionate sample is taken for analyzing. The samples were collected through questionnaire with open ended questions. The tool used for analyzing the data's was Fried Man Test.

Problem Identification

Data analytics solve this challenge by properly accounting for certain mechanisms by which businesses.

Generate revenue and the improbability in sales. Therefore, in addition to the best to the revenue estimate, a business can gain transparency into the inconsistency if there are varied of revenue results.

Block Diagram



References

1. Hardik P. K. (2016) , “a study on employee attrition: with special reference to keralait industry”. IMPACT: International Journal of Research in Business Management. 75-82
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 4. Vivek Sinha, (March 10, 2011) - Attrition is Indian firms’ new worry – Vivek Sinha, Hindustan Times, (March 10, 2011) Lucknow Edition
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Questions & Discussion

THANK YOU