1. Customer Segments

- HR
- Talent Acquisition team
- Organization Management

6. Customer Limitations

- Unstructured data/factors of employees that are difficult to take in for analysis.

5. Available Solutions

- Real-time employee engagement insights providing software

2. Problems / Pains

- Varying format of data available

9. Problem root / cause

- Difficult work-life balance
- Type of work
- Work hours

7. Behaviour

- Periodical Incentives
- Maintaining good relationship with the employees.

3. Triggers to Act
- Economic Recessions
- Lack of skill required

4. Emotions (Before / After)

- Anxiety / Satisfaction

10. Your solution

- Finding the root factors that lead to attrition using the available employee dataset and also performing analysis using external surveys taken

8. Channels of Behaviour (Offline)

- Resignation Letter
- Employee lay off