 1. Customer Segments HR Talent Acquisition team Organization Management 	Oustomer Limitations Unstructured data/factors of employees that are difficult to take in for analysis.	Available Solutions Real-time employee engagement insights providing software
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	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