



Pains

- Tech too Complicated
- Required knowledge of tools to select right tool
 - Decide attributes needed for analysis
 - Problem of Data Privacy
- Arbitrary data may yield unexcepted Result

Gains

- Used for decision making with organization
 - Improve organisation performance
 - Effective Retention Management
 - Minimize the risk of culture changes
- Can applied to other interesting predictions .Ex:motivation, salary.