

Sales Team Turnover Analysis

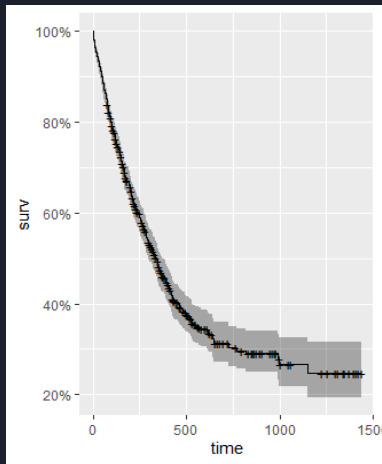
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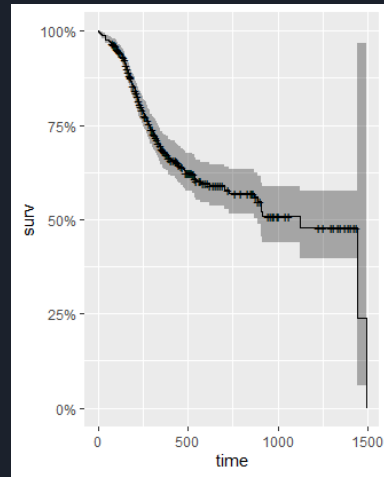
Problem Statement

This presentation is to find potential reasons of sales team turnover problem. We will analyze employees' information and performance to calculate the risk of quit or fired. By identifying the underlying causes of turnover, we aim to provide insights and recommendations to help reduce the turnover rate

General Analysis

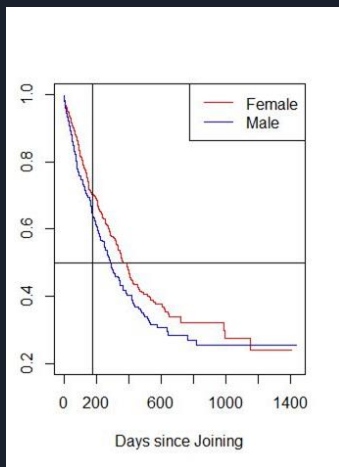


Quit

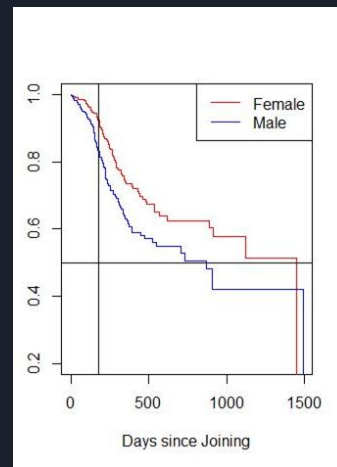


Fired

Gender



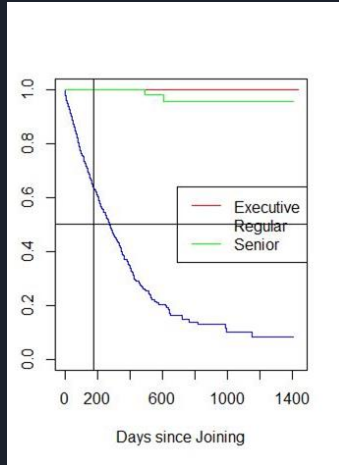
Quit



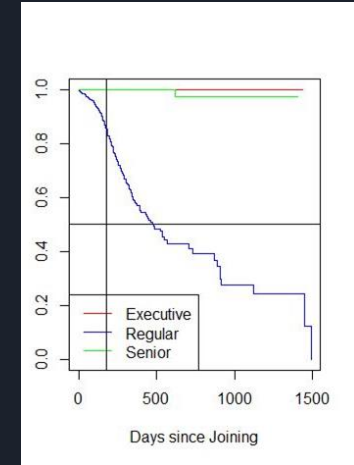
Fired

The retention probability of female is always higher than male.

Job Level



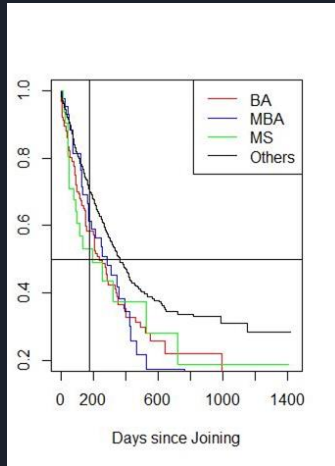
Quit



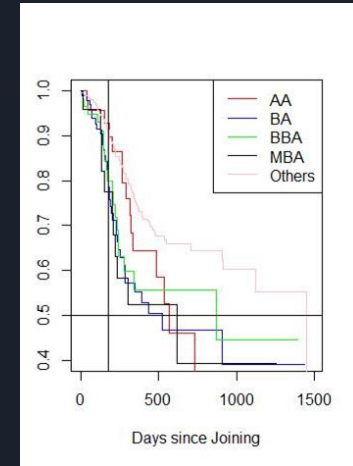
Fired

The probability of not quit and not fired for executive is 100% at all time. Senior employees have probability of nearly 100%, as the days increase the probability may slightly drops. The rest of the employees, which are regular employees, have the probability curve like the general one.

Highest Degree




Quit



Fired

For probability of not quit, employee with highest degree of BA, MBA, and MS have lower probability than others.

For probability of not fired, employee with highest degree of AA, BA, BBA, and MBA have lower probability than others.



Employee Information

Relation of age, gender, highestdegree and joblevel. Quit

Age: +1 Age 0.9938-1 decrease by 1%

Male: If is male compare with female, increase by 24%

MBA: if degree is MBA , decrease by 15%

MS: if degree is MS, decrease by 5.24%

Others: If degree is others, decrease by 32%

Relation of age, gender, highestdegree and joblevel. Fired

Age: +1 Age 0.9938-1 decrease by 1.6%

Male: If is male compare with female, increase by 50.7%

BA: if degree is BA, increase by 37.9%

BBA: if degree is BBA, decrease by 6.3%

MBA: if degree is MBA, increase by 54.9%

Others: If degree is others, decrease by 35%



Performance

Quit odds:

Rating

Inconsistent vs underperformance : quit odds will decrease by 90%

Solid vs underperformance : quit odds will decrease by 60%

Strong vs underperformance : quit odds will increase by 12%

Outstanding vs underperformance : quit odds will decrease by 27%

Conversion Rate: conversion rate increase by 10%, quit odds will increase by 5%

Appointments : when appointments increase by 1 , quit odds will increase by 12%

Signups : when signups increase by 1, quit odds will decrease by 20%

Fired odds:

Rating

Inconsistent vs underperformance : fired odds will decrease by 80%

Solid vs underperformance : fired odds will have no obvious change

Strong vs underperformance: fired odds will increase by 21%

Outstanding vs underperformance : fired odds will have no obvious change

Conversion Rate: conversion rate increase by 10%, fired odds will increase by 4%

Appointments : when appointments increase by 1 , fired odds will increase by 5%

Signups : when signups increase by 1, fired odds will decrease by 8%



Insight

1. Female employees have a higher retention probability compared to male employees, indicating a potential gender bias issue that needs to be addressed.
2. Employees with higher degrees, such as BA, MBA, and MS, have a lower probability of not quitting, whereas those with lower degrees, such as AA and BBA, have a higher probability of not being fired. This indicates the need for offering additional training and development opportunities for employees to enhance their skills and increase their job satisfaction.
3. Senior employees have a high probability of not quitting or being fired, indicating the need for a clear career progression plan and growth opportunities for employees.
4. Performance is a crucial factor in employee retention, and underperformance is a significant predictor of both quitting and being fired. Hence, a performance improvement plan needs to be implemented to support underperforming employees and reduce the risk of turnover.



Thank you!