

**Executive Summary:**

Our project aims to analyze HR employee attrition data to gain insights into factors contributing to employee turnover within our organization. We chose this topic because reducing attrition rates is crucial for maintaining a stable workforce and optimizing operational efficiency. By leveraging data analytics, we aim to identify key drivers of attrition and develop strategies to improve employee retention.

**Why:**

The objective of our project is to utilize HR employee attrition data to understand the underlying causes of turnover and develop targeted interventions to reduce attrition rates. Specific outcomes include identifying factors influencing employee retention, assessing the effectiveness of current retention initiatives, and implementing data-driven strategies to mitigate attrition.

**Who:**

Our final presentation is intended for HR professionals, department managers, and organizational leaders. We will also engage with subject-matter experts in human resources management and data analytics to validate our findings and recommendations.

**What:**

We have selected a dataset consisting of HR employee attrition data, including demographic information, employment history, performance metrics, and so on. We chose this dataset because it provides comprehensive insights into the factors contributing to employee turnover within our organization.

**How:**

We plan to analyze the dataset using data visualization tools to identify patterns and trends associated with employee attrition. We will use tools such as Tableau and Excel to preprocess the data and perform exploratory data analysis and find attrition trends.

**Challenges:**

Foreseeable challenges include data privacy concerns, ensuring data accuracy and completeness, and interpreting complex relationships between variables influencing attrition. We hope to gain more experience in predictive modelling techniques and develop a deeper

understanding of the underlying drivers of employee turnover. Specific questions for our peers include recommendations for addressing data privacy issues in HR analytics and best practices for interpreting machine learning model outputs in a business context.

**Persona Name:** Alex Rodriguez

**Age:** 45

**Gender:** Male

**Goals:**

- Gain insights into departmental or team-specific attrition trends.
- Understand the impact of employee turnover on team performance and productivity.
- Identify opportunities for improving team dynamics and reducing turnover rates within their department.

**Challenges and Needs:**

- Limited access to HR data and analytics tools.
- Need for department-specific insights and recommendations tailored to their team's needs.
- Desire for actionable strategies to enhance team morale and reduce attrition risks.

**Context:**

Alex is a departmental manager at the company, overseeing a team of 20 employees. He is responsible for setting goals, managing workflow, and ensuring the productivity and well-being of his team members. Alex is concerned about recent turnover within his department and its potential impact on team dynamics and performance. He seeks data-driven insights and recommendations to address attrition issues and improve employee engagement and retention within his team.

**Additional Notes:**

Alex is results-oriented and values practical solutions that can be implemented quickly and effectively. He prefers straightforward presentations that focus on actionable recommendations and their potential impact on team performance. Alex may not have a deep understanding of data analytics concepts but is eager to leverage data-driven insights to address HR challenges within his department.

**Persona Name:** Sarah Thompson

**Age:** 38

**Gender:** Female

**Goals:**

- Understand the factors contributing to employee attrition within the organization.
- Identify trends and patterns in employee turnover to inform strategic decision-making.
- Develop targeted retention strategies to reduce attrition rates and improve employee satisfaction.

**Challenges and Needs:**

- Limited time and resources to analyze extensive HR data manually.
- Need for actionable insights that can be easily communicated to senior management and departmental leaders.
- Desire for clear recommendations on interventions to improve employee retention and mitigate attrition risks.

**Context:**

Sarah is the HR manager at a mid-sized company with around 500 employees. She is responsible for overseeing all aspects of human resources management, including recruitment, employee relations, and performance management. Sarah is passionate about fostering a positive work environment and retaining top talent within the organization. She often interacts with departmental managers and senior leadership to discuss HR strategies and initiatives. Sarah will be viewing the HR employee attrition data analysis project to gain insights into the drivers of turnover within the company and to identify opportunities for improving employee retention.

**Additional Notes:**

Sarah is tech-savvy and comfortable using data analytics tools and software. However, she prefers concise and visually appealing presentations that highlight key insights and recommendations. She values data-driven decision-making and seeks evidence-based solutions to HR challenges.