# Sage Research Methods: Business

# Using Linear Modelling and Predictive Analytics Make Future Decisions Based on Large Employee HR Datasets

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# Codebook

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# Data Source Name: ABC Insurance Co. Employee Data

| Variable Name | Value |
|---|---|
| Ethnicity | Refers to the employee's ethnicity. In order to meet diversity objectives, ABC Insurance Co. is mandated to report five ethnic categories. These are coded using the following labels: 0 = White; 1 = Black; 2 = Asian; 3 = Latino; 4 = Other. |
| Gender | Refers to the employee's gender. This variable is coded as: 1 = Female; 2 = Male. |
| Job Role | Refers to the employee's current position category within ABC Insurance company. This is fluid variable that changes when the employee changes their job role and includes eight possible levels on a 0–7 scale. The values include 0 = Administrative; 1 = Customer Service; 2 = Coordinator; 3 = Junior account manager; 4 = Senior account manager; 5 = Assistant Branch Manager; 6 = Branch Manager; 7 = Executive. |
| Age | Is simply the current age of the employee, recorded in years. |
| Tenure | Refers to the number of years the employee has worked with ABC Insurance company. This is measured in years, rounded up. |
| Salary Grade | Refers to employee's annual salary tier and is organized into 5-band levels. These include 1 = 20,000–40,000; 2 = 40,001–60,000; 3 = 60,001–80,000; 4 = 80,001–100,000; 5 = 100,001+. Note that this variable does not capture the employee's specific annual salary, but rather the band/tier within which the employee's annual salary falls under. |
| Evaluation | A confidential score assigned to an employee based on their previous year's (or most recent) performance evaluation by their respective supervisor. Evaluation values for this variable range from 1 to 5 where 1 is 'poor', 2 is 'slightly underperformed', 3 is 'met expectations', 4 is 'slightly exceeded expectations', and 5 is 'excellent'. |
| Intention to Quit | The likelihood/probability that an employee will search for another position (actively) over the next 12 months. Values include: 1 'extremely unlikely', 2 'somewhat likely', 3 'not sure', 4 'somewhat unlikely', and 5 'extremely likely'. |
| Job Satis- | Measuring how satisfied employees currently are working at ABC Insurance Co. Possible values are: 1 is 'extremely unsatisfied', |

| faction | 2 is 'somewhat unsatisfied', 3 is 'neither satisfied nor dissatisfied', 4 is 'somewhat satisfied', and 5 represents 'extremely satisfied'. |