

## **Key Business Questions**

1. What is the total salary by department?
  2. What is the average salary by educational level?
  3. What is the gender distribution of employees?
  4. What is the average age by position?
  5. How are employees distributed by region and department?
  6. What is the salary distribution by employment type?
  7. How many employees with “Excellent” performance are there per region & department?
  8. How many employees are hired per year?
  9. What is the average salary for each performance rating?
  10. What is the distribution of education level by gender?
  11. What are the most hired positions (% share)?
  12. What is the gender distribution in each department?
  13. Which employment type is most common?
  14. How many employees are hired per year by position?
  15. What is the percentage of employees by gender?
  16. What is the salary distribution by gender (total, average, min, max)?
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## **key Business Answers & Insights**

1. Sales & Marketing have the highest payroll costs, while Finance has the lowest.
2. Employees with High School education surprisingly earn the highest average salary.
3. Workforce is gender-balanced (51% Female, 49% Male).
4. Coordinators and Managers are the oldest; Analysts are the youngest group.
5. West region has the most employees, Finance is the smallest department across regions.
6. Contract and part-time roles cost more in salaries than full-time roles.
7. Sales and IT departments lead in number of “Excellent” performers.
8. Hiring has been stable at ~111 employees per year from 2015–2023.

9. Excellent and Good performers have higher average salaries than Average or Below Average.
10. Education level distribution is balanced across male and female employees.
11. Analysts (21.7%) and Managers (21%) are the most hired positions.
12. HR is female-dominated, IT is male-dominated, while Sales and Marketing are balanced.
13. Contract employment is the most common type (34.8%).
14. Hiring by position is consistent yearly, Analysts and Managers are always in demand.
15. Gender ratio overall is nearly equal (51% Female vs 49% Male).
16. Female employees have slightly higher average salaries than males, though totals are close.