In this growing/expanding Financial industry, companies like Accenture that offer consulting and IT Solutions find it difficult to offer/allocate salaries that are fair to both the employer and the employee due to factors like having a large work force , having separate salary allocation based on job titles , experience level , and location therefor forcing the company to come up with new and commonly non-effective ways to predict and determine employee salaries such asking the employee their preferred salary during interviews and also handing out surveys to employees which can be biased because employees are more likely to inflate the amount of money they want for their salary.

Unfair wages can cause a large factor of problems in a business such as low levels of productivity for employees who fill as if they are not being compensated enough, conflict between colleagues who might have the similar skills but have a big pay gap and other concerning factor such as damage to the reputation of the company .

Earnlytics Ai based salary predictor that uses, age, gender, location, qualification and skills to determine salaries enables companies to be able to offer salaries that satisfy both the employer and the employee without any biases taking place in the salary allocation process which ultimately improves employee motivation, job satisfaction, and productivity while boosting loyalty and retention, creating a more stable and efficient work environment.