

UNCOVERING ABSENTEEISM TRENDS AT ECHO MEDIA

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INTRODUCTION

Echo Media, a leading organization dedicated to excellence, prioritizes employee well-being as a crucial factor in achieving its business goals. To gain a deeper understanding of absenteeism within the company and identify areas for improvement, an in-depth analysis of employee absence data is being conducted. This analysis will leverage the power of Power BI to uncover hidden patterns, identify key influencing factors, and ultimately inform strategies to enhance employee engagement and productivity.

PROBLEM STATEMENT

Employee absenteeism poses a multifaceted challenge for organizations, impacting productivity, team dynamics, and overall job satisfaction. While tracking the number of absences is essential, a comprehensive understanding requires a deeper dive into the underlying factors. This analysis will explore the complexities of absenteeism at Echo Media by examining various dimensions, including employee demographics, job roles, performance scores, engagement levels, and more.

OBJECTIVES OF THIS ANALYSIS

The primary objective of this analysis is to gain valuable insights into employee absenteeism patterns at Echo Media. Specifically, this analysis will aim to:

- Analyse the frequency and patterns of employee absenteeism over time.
- Identify departments or job positions with higher absenteeism rates.
- Determine if there's a connection between absence reasons and employee demographics.
- Analyse whether employees with higher absenteeism have lower satisfaction levels.
- Evaluate the impact of absenteeism on employee performance scores.
- Identify whether specific termination reasons are associated with higher rates of absence.
- Determine if certain areas within the organization experience higher rates of employee absenteeism compared to others.

By achieving these objectives, this analysis will provide Echo Media with actionable insights to address absenteeism effectively, improve employee well-being, and enhance overall organizational performance.

DATA ANALYSIS (FINDINGS& RECOMMENDATIONS)

1. KEY METRICS ANALYSIS

High Attrition Rate: The 33.4% attrition rate is significantly higher than the average for most industries, suggesting potential issues with employee retention. Possible contributing factors could include low job satisfaction, lack of career development opportunities, or inadequate compensation.

Large Number of Absences: An average of 10.2 absences per employee is relatively high and could negatively impact productivity and team morale. Investigating the reasons for these absences (e.g., illness, personal reasons, lack of engagement) is crucial.

Discrepancy Between Total and Active Employees: The difference of 104 employees between the total and active counts aligns with the attrition count, indicating that a substantial portion of the workforce has left the company during the five-year period.

Recommendations:

Attrition Investigation: Conduct a thorough analysis of employee turnover data to identify the primary drivers of attrition. This could involve exit interviews, employee surveys, and analyzing data on performance, tenure, and demographics of departing employees.

Absenteeism Reduction: Implement strategies to reduce employee absences, such as flexible work arrangements, wellness programs, and addressing identified root causes of absenteeism.

Employee Engagement: Focus on improving employee engagement through initiatives that enhance job satisfaction, provide opportunities for growth, and foster a positive work environment.

2. OVERALL FINDINGS

Geographic Variations: Illinois and New York exhibit the highest average absences, potentially indicating factors unique to those locations like weather patterns OR commuting challenges

Age-Related Absenteeism: While the differences are relatively small, older adult employees (31-45 years) and adult employees (likely the same age group) show slightly higher absence rates compared to golden age employees. This could be attributed to factors such as family responsibilities, childcare needs, or higher levels of stress.

Marital Status and Absenteeism: Married and widowed employees have slightly higher average absences compared to single, divorced, and separated employees. This might suggest that personal or family commitments influence absence rates.

Income and Absenteeism: High and very high earners have higher average absences compared to medium and low earners. This could be linked to factors like higher stress levels or greater travel demands.

Racial Disparities: While the differences are generally small, Black/African American employees have slightly higher average absences compared to other racial groups. This

warrants further investigation to understand the underlying causes, such as access to healthcare, socioeconomic factors, or systemic biases.

Recruitment Source and Absenteeism: Employees recruited from diversity job fairs have significantly higher average absences compared to those from online web applications. This could be due to various factors, including differences in job roles, onboarding experiences, or employee expectations.

Performance and Absenteeism: Employees rated as "needs improvement" have the highest average absences, while those on performance improvement plans have the lowest. This suggests a potential correlation between performance and absence rates, although further analysis is needed to determine causality.

Recommendations:

Geographic Analysis: Investigate the specific reasons for higher absence rates in Illinois and New York. Consider factors like weather patterns, commuting challenges, and cost of living.

Age-Based Interventions: Tailor workplace policies and benefits to address the specific needs of different age groups. This could include flexible work arrangements, elder care support, or mental health resources.

Marital Status Considerations: Review policies and benefits related to family leave, childcare, and parental support to ensure they are equitable and inclusive for employees with diverse marital statuses.

Income-Based Strategies: Explore strategies to address the potential impact of income on employee well-being and absence rates. This could include stress management programs, financial wellness resources, or ensuring equitable access to healthcare.

Addressing Racial Disparities: Conduct a thorough investigation to understand the root causes of racial disparities in absence rates. Implement measures to address any identified systemic biases or inequities.

Recruitment Source Analysis: Analyze the onboarding and integration processes for employees recruited from different sources, focusing on identifying and addressing any potential disparities.

Performance-Based Interventions: Investigate the relationship between performance and absence rates more deeply. Consider implementing targeted interventions for employees with lower performance scores, such as coaching, mentoring, or additional support.

3. ABSENTEEISM ANALYSIS OVER TIME

Overall Increase: From 2015 to 2017, there was a noticeable increase in average absences, suggesting potential factors like changes in company culture, economic conditions, or increased stress levels.

Peak in 2017: 2017 saw the highest average absences, indicating a potential peak in absenteeism-related issues during that year.

Slight Decline in 2018: While still elevated compared to 2015, 2018 saw a slight decrease in average absences, possibly suggesting initial effectiveness of any interventions implemented.

Return to 2015 Levels: In 2019, average absences returned to a level similar to 2015, indicating a potential positive trend in reducing absenteeism.

Recommendations:

Data-Driven Approach: Continue to track and analyze absenteeism trends over time to identify any recurring patterns or emerging issues.

Root Cause Analysis: Investigate the potential factors that contributed to the increase in absences between 2015 and 2017. This could involve employee surveys, focus groups, and analyzing other relevant data.

Sustaining Positive Trends: Maintain the strategies that contributed to the decline in absences in 2018 and 2019.

Proactive Measures: Implement proactive measures to prevent future increases in absenteeism, such as employee wellness programs, flexible work arrangements, and improved communication.

Regular Reviews: Conduct regular reviews of absenteeism data and adjust strategies as needed to ensure ongoing effectiveness.

4. EMPLOYEE SATISFACTION VS ABSENTEEISM

Non-linear Relationship: The relationship isn't strictly linear. While the general trend is that higher satisfaction relates to lower absences, there's a notable jump between satisfaction levels 1 and 2, with less pronounced differences between the higher satisfaction levels.

Recommendations:

Prioritize Employee Satisfaction: Focus on initiatives that improve employee satisfaction, as this appears to be a key factor in reducing absenteeism. This could include: (I) Conducting employee engagement surveys to identify areas for improvement. (II) Implementing programs to address concerns and improve workplace culture. (III) Providing opportunities for growth and development. (IV) Recognizing and rewarding employee contributions.

Targeted Interventions: Consider targeted interventions for employees with low satisfaction levels (e.g., those rating 1). This could include: One-on-one meetings to understand their concerns, Addressing any underlying issues affecting their well-being.

Further Analysis: Conduct further analysis to understand the specific drivers of dissatisfaction among employees with higher absenteeism. This could help to tailor interventions more effectively.

5. DEPARTMENTAL ANALYSIS

Sales Department: This department has the highest average absences (11.5), indicating potential areas for concern. Factors to investigate could include high stress levels, demanding travel schedules, or potential burnout.

Software Engineering & Admin Offices: These departments have the lowest average absences (8.7), suggesting potentially positive work environments and employee engagement.

Moderate Absenteeism: Departments like Production, IT/IS, and Executive Office have moderate average absences (around 10), suggesting a need for ongoing monitoring and potential targeted interventions.

Recommendations:

Sales Department Focus: Conduct a deeper analysis within the Sales department to understand the root causes of high absenteeism. This could involve employee surveys, focus groups, and analyzing individual performance data. Consider implementing stress management programs, flexible work arrangements, or improving work-life balance for sales professionals.

Best Practices Sharing: Identify and share best practices from departments with lower absenteeism rates (Software Engineering and Admin Offices) with other departments. This could involve knowledge sharing sessions, cross-departmental collaboration, or implementing similar initiatives in other areas.

Departmental Comparisons: Regularly compare absenteeism rates across departments to identify emerging trends and potential areas for improvement.

Targeted Interventions: Implement targeted interventions in departments with moderate absenteeism rates to address any specific concerns or challenges. This could involve department-specific initiatives, such as team-building activities, wellness programs, or improved communication channels.

6. TERMINATION REASONS VS ABSENTEEISM

- **Significant Variation:** There is a wide range of average absences across different termination reasons, suggesting that some reasons are more strongly associated with high absenteeism than others.
- **"Gross Misconduct" and "Maternity Leave (Did Not Return)"** have the highest average absences, indicating potential underlying issues or challenges faced by employees in these situations.
- **"Return to School" and "Relocation Out of Area"** have the lowest average absences, possibly due to planned departures or less disruptive life transitions.

Recommendations:

- **Investigate "Gross Misconduct" Cases:** Conduct a thorough investigation into the specific circumstances surrounding "Gross Misconduct" terminations, including the nature of the misconduct and any potential contributing factors. This may reveal underlying issues that could also be contributing to higher absenteeism rates among employees who are not terminated.
- **Address "Maternity Leave (Did Not Return)"** Explore the reasons why employees on maternity leave do not return to work. This could involve conducting exit interviews with these employees to understand their concerns and identify potential solutions to improve retention rates among new mothers.
- **Monitor other reasons for terminations:** Closely monitor employees with high absenteeism due to attendance issues, performance issues, no call no show, etc. Implement early intervention strategies, such as coaching or counseling, policy implementation etc to address potential underlying problems and prevent future terminations.
- **Review Policies and Practices:** Review company policies and practices related to employee leave, including maternity leave, and other aspects of absenteeism to ensure they are fair, equitable, and supportive of employee well-being.
- **Data-Driven Approach:** Continuously track and analyze data on termination reasons and associated absence rates to identify emerging trends and adjust strategies as needed.

7. GENDER VS ABSENTEEISM

- **Gender Disparity:** While the overall difference in average absences between genders is minimal (10.3 for females vs. 10.2 for males), there are significant variations within each gender based on marital status.
- **Married Females:** This group exhibits the highest average absenteeism (11.3), suggesting potential challenges related to balancing work and family responsibilities.
- **Widowed Males:** This group has the highest average absenteeism (13.7), indicating potential emotional factors or family responsibilities impacting their attendance.

- **Slight Gender Gap in Attrition:** Females have a slightly higher attrition rate (34.1%) compared to males (32.6%), suggesting potential factors unique to female employees that contribute to their departure from the company.

Recommendations:

- **Investigate Root Causes:** Conduct deeper analysis to understand the specific reasons for higher absenteeism among married females and widowed males. This could involve employee surveys, focus groups, and analyzing individual employee data.
- **Address Work-Life Balance:** Implement policies and programs that support work-life balance for all employees, with a particular focus on addressing the specific needs of married females. This could include flexible work arrangements, childcare support, and parental leave policies.
- **Support for Widowed Employees:** Provide appropriate support and resources for widowed employees, such as access to counseling services, employee assistance programs, or bereavement leave.
- **Address Gender-Specific Attrition:** Investigate the factors contributing to the higher attrition rate among female employees. This could involve analyzing exit interview data, conducting employee satisfaction surveys, and addressing any potential gender-based disparities in career development opportunities or workplace culture.
- **Regular Monitoring and Review:** Continuously monitor absenteeism rates and attrition trends by gender and marital status to identify any emerging issues and adjust strategies as needed.

CONCLUSION

This analysis has revealed a multifaceted picture of employee absenteeism at Echo Media. While the overall average absence rate (10.2) is concerning, it's crucial to acknowledge the significant variability within the workforce. Factors such as department, job role, age, marital status, income, race, gender, and even recruitment source all demonstrated varying levels of impact on absence patterns. Notably, a strong inverse correlation was observed between employee satisfaction and absenteeism, highlighting the critical importance of fostering a positive and supportive work environment.

Key findings include:

- **High Attrition & Absenteeism:** The high attrition rate (33.4%) and elevated absence levels pose significant challenges to productivity and organizational success.
- **Departmental Disparities:** The Sales department exhibited significantly higher absence rates, while Software Engineering and Admin Offices showed lower rates, suggesting departmental-specific interventions are warranted.
- **Demographic Influences:**
 - **Age:** Older adult employees and those with marital statuses like married and widowed showed slightly higher absence rates.
 - **Income:** High earners exhibited slightly higher absence rates.
 - **Race:** Black/African American employees exhibited slightly higher absence rates, warranting further investigation into potential underlying factors.

- **Gender:** Married females and widowed males exhibited higher absence rates compared to other groups.
- **Recruitment Source:** Employees recruited from diversity job fairs had significantly higher absence rates compared to those from online applications.
- **Performance:** Employees with lower performance scores ("Needs Improvement") had higher absence rates.
- **Satisfaction-Absenteeism Link:** A strong inverse correlation between employee satisfaction and absenteeism underscores the importance of prioritizing employee well-being and addressing workplace culture issues.

Based on these findings, Echo Media should prioritize the following:

- **Employee Engagement & Retention:** Implement strategies to improve employee engagement, address the high attrition rate, and foster a positive and inclusive work environment.
- **Targeted Interventions:** Develop and implement targeted interventions to address the specific needs of different employee groups and departments with higher absence rates, **paying close attention to the identified gender disparities.**
- **Data-Driven Decision Making:** Continuously monitor and analyze absenteeism data to identify emerging trends and adjust strategies accordingly.
- **Proactive Measures:** Implement proactive measures to prevent future increases in absenteeism, such as employee wellness programs, flexible work arrangements, and early intervention strategies for employees with high absence rates.

By addressing these issues comprehensively and prioritizing employee well-being, Echo Media can create a more productive, engaged, and successful organization.