# HR Dashboard Analysis - Ferrero Rocher

**Project Overview**

This Tableau dashboard provides a comprehensive analysis of human resources data for Ferrero Rocher, offering insights into workforce composition, compensation structures, demographics, and organizational growth patterns. The dashboard serves as a strategic tool for HR decision-making and workforce planning.

**Key Metrics and Findings**

**Workforce Composition**

The organization employs **161 total staff members** across various departments and roles:

**Top Job Titles by Headcount:**

* Packaging Associate: 22 employees (13.7%)
* Production Operator: 20 employees (12.4%)
* Sales Representative: 18 employees (11.2%)
* Quality Control: 17 employees (10.6%)
* Chocolatier: 17 employees (10.6%)

**Gender Distribution**

The workforce demonstrates a **female-majority composition**:

* Female employees: 88 (54.7%)
* Male employees: 73 (45.3%)

This indicates a relatively balanced gender distribution with a slight female majority, suggesting effective diversity and inclusion practices.

**Age Demographics**

The workforce age distribution reveals:

* **30-40 years age group**: Represents the largest segment at 51.76% of staff
* **25-30 years**: 34.37% of workforce
* **40-45 years**: 48.24% representation
* **35-40 years**: 36.25% of employees

The data shows a mature workforce concentrated in the 25-45 age range, indicating experienced professionals in key operational roles.

**Compensation Analysis**

**Highest Compensated Employees:**

1. **Ambros Murthwaite** (AC0052): Highest salary tier
2. **Shayne Stegol** (AC0073): Second highest compensation
3. **Aarav Verma** (AC0121): Third highest salary

**Education vs. Compensation Insights:** Post-graduation education correlates with higher compensation packages, with salary ranges varying significantly based on educational qualifications:

* Advanced degree holders: $70K-$80K range
* Bachelor's degree holders: $40K-$60K range
* Non-degree positions: $30K-$50K range

**Organizational Growth Trajectory**

**Historical Growth Pattern (2017-2023):** The organization has demonstrated consistent growth over seven years:

* **2017**: 8 employees (Female), 10 employees (Male) - Total: 18
* **2023**: 88 employees (Female), 73 employees (Male) - Total: 161

This represents a **794% growth rate** over six years, indicating rapid organizational expansion and successful business scaling.

**Annual Growth Breakdown:**

* 2017-2018: 78% increase
* 2018-2019: 240% increase
* 2019-2020: 35% increase
* 2020-2021: 33% increase
* 2021-2022: 13% increase
* 2022-2023: 28% increase

**Employee Benefits and Leave Analysis**

**Leave Balance Patterns by Role and Gender:**

**Sales Personnel Lead in Leave Benefits:**

* Marketing Manager: 20.00 days (Female), 13.83 days (Male)
* Marketing Specialist: 17.57 days (Female), 15.33 days (Male)
* Chocolatier: 13.44 days (Female), 19.00 days (Male)

**Gender-Based Leave Distribution:** Female employees generally receive higher average leave balances across most job categories, indicating potentially better work-life balance policies for women or different role requirements.

**High Leave Balance Roles:** Staff with more than 20 days of leave are primarily in senior positions:

* Female: 1-3 days average across senior roles
* Male: 1-4 days average, with Production Operators having higher balances

**Strategic Insights and Recommendations**

**Workforce Strengths**

1. **Balanced Gender Representation**: Near-equal gender distribution promotes workplace diversity
2. **Experienced Workforce**: Concentration in 25-45 age range ensures operational expertise
3. **Rapid Growth Management**: Successfully scaled from 18 to 161 employees while maintaining structure
4. **Education-Based Compensation**: Clear correlation between education and salary promotes professional development

**Areas for Strategic Focus**

1. **Age Diversity**: Consider recruitment strategies to include younger talent (20-25) and senior expertise (45+)
2. **Role Distribution**: Production and packaging roles dominate; evaluate if this aligns with business strategy
3. **Compensation Equity**: Monitor gender pay gaps across similar roles and experience levels
4. **Succession Planning**: With rapid growth, ensure leadership development programs are in place

**Operational Recommendations**

1. **Talent Pipeline**: Develop internship and graduate programs to build future workforce
2. **Cross-Training**: With heavy concentration in production roles, implement cross-functional training
3. **Performance Management**: Establish clear career progression paths for high-volume roles
4. **Retention Strategies**: Focus on employee engagement given the significant organizational growth

**Technical Implementation**

This dashboard effectively utilizes multiple visualization types:

* **Bar Charts**: Job title distribution and salary analysis
* **Pie Charts**: Gender distribution overview
* **Histogram**: Age demographic analysis
* **Line Charts**: Growth trends over time
* **Box Plots**: Salary distribution by education level
* **Tables**: Detailed leave balance analysis

The dashboard provides interactive filtering capabilities and comprehensive drill-down functionality for detailed workforce analytics.

**Business Impact**

This HR dashboard enables data-driven decision making for:

* Strategic workforce planning
* Compensation benchmarking
* Diversity and inclusion monitoring
* Operational efficiency optimization
* Growth trajectory planning

The insights derived support both tactical HR management and strategic business planning initiatives at Ferrero Rocher.